

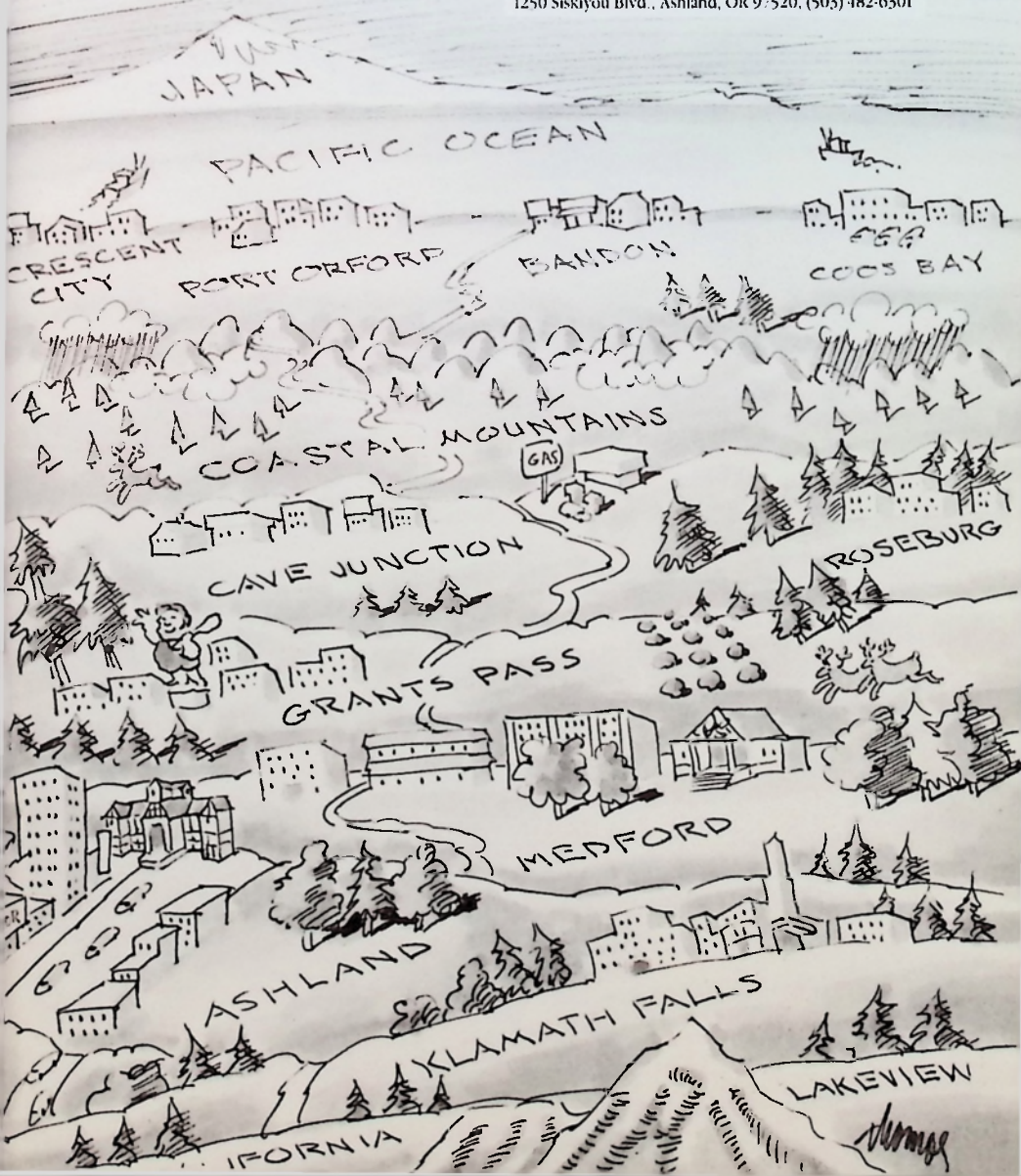
K S O R

Guide

1969 - MAY - 1989

20th ANNIVERSARY

1250 Siskiyou Blvd., Ashland, OR 97520, (503) 482-6301



In the Beginning

KSOR Is On The Air
(The page is)
THEOSISKIYOU
Page 100 No. 41

Anouilh's 'T'



Some students in the control room in the basement of Southern Oregon State College's Central Hall. The station signed on at 5:00 p.m. in 1969.

May 21, 1969

On The Air Today At 5:00 P.M.

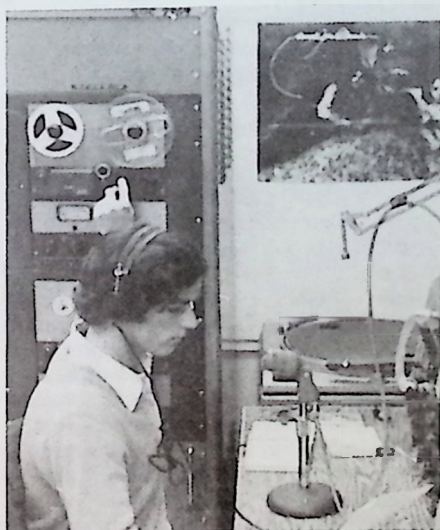
K S O R

Your campus on the spot radio station
 Full variety musical offerings
 Town & country

90.1 On Your FM Radio Dial

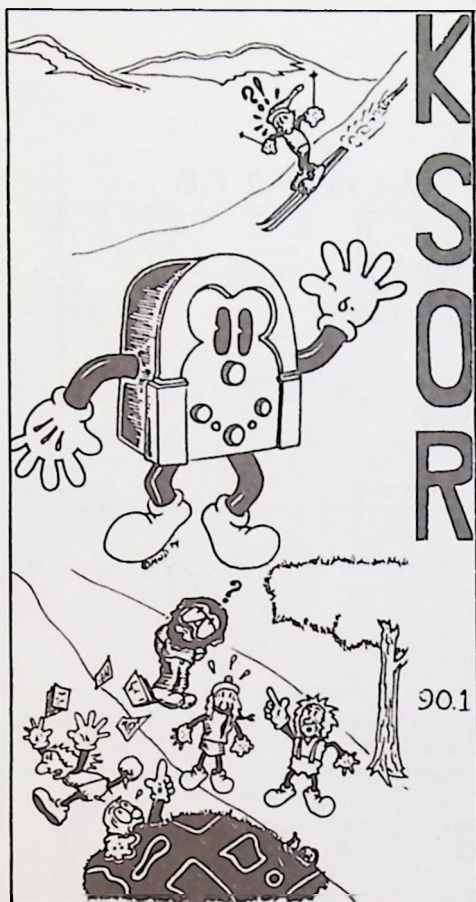
YOUR PROGRAM QUESTIONNAIRE
 Please return to: THEOSISKIYOU, 1000 S. 10th St., Medford, OR 97504
 DO YOU LISTEN TO RADIO? YES ☐ NO ☐
 DO YOU HAVE ACCESS TO A CAR? YES ☐ NO ☐
 ARE YOU MOST INTERESTED IN HEARING:
 (check more than one)
 1. CLASSICAL MUSIC 2. JAZZ
 3. ROCK MUSIC 4. POP
 5. COUNTRY MUSIC 6. NEWS
 OTHER _____
 ON A 12 HOUR SCALE, IN OPERATION, WHEN WOULD YOU MOST LISTEN TO US?
 1. CLASSICAL 2. COUNTRY MUSIC 3. JAZZ 4. ROCK
 5. POP 6. NEWS
 AT WHAT TIMES ARE YOU MOST INTERESTED IN LISTENING?
 1. 12-1 2. 2-3 3. 4-5 4. 6-7 5. 8-9

Programming

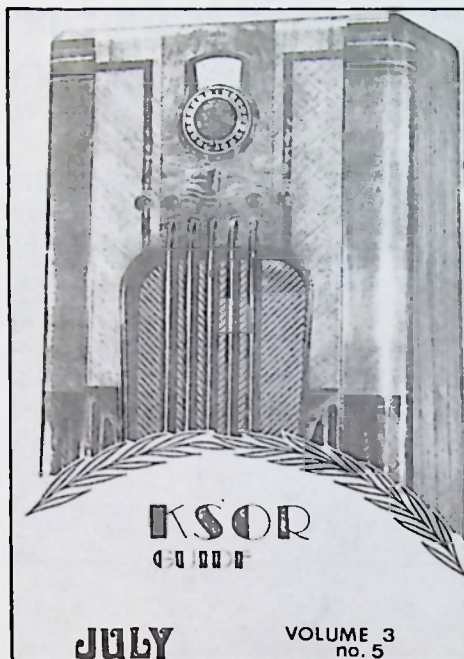


Listeners could hear KSOR for only a few blocks beyond the Southern Oregon State College campus. The 10-watt station, funded by the SOSOC student body, was on the air for only a few hours each day. The station signed on at 5:00 p.m. with rock music. It was 1969.

Students operated KSOR's first equipment in the control room to broadcast from the basement of Southern Oregon State College's Central Hall. Some things were more simple then: the transmitter simply plugged into the wall. It did get a bit more complicated if the announcer tripped on the cord. Repair, however, didn't require driving to a mountaintop. The announcer could simply put the plug back into the wall.



KSOR first published a program schedule in Fall, 1974.



The "KSOR Guide to the Arts" was published in 1977 for contributors to the station.

In September of 1974, Ronald Kramer became KSOR's Director of Broadcast Activities. He started KSOR's first program guide. It was published quarterly in 1974. The $8\frac{1}{2} \times 11$ " trifold included a type-written schedule showing broadcast hours from Noon until midnight Monday through Saturday. The listings showed a program mix of Contemporary Sounds with top-40 rock, Montovani, a news cast, Siskiyou Music Hall's classical music, and a Rock Show to top off weekday evenings. Weekend listings included The Metropolitan Opera on Saturday, and "The Jazz Man" on Sundays. SOSC sports events were covered live, and the *Guide* listed the names of 24 students under Station Manager Mike Moran. The station's budget was about \$2,500.

What SOSOC Presidents Say About KSOR

The presidents of Southern Oregon State College, the KSOR Listeners Guild, and National Public Radio have been important people to KSOR. Their letters in this publication are

in recognition of KSOR's twentieth anniversary. They provide special insights about the station's service to the region.

Dear KSOR,

Upon my assumption of the duties as President of Southern Oregon College in 1969, KSOR was a mighty little 10-watt station operating out of one small suite of rooms in the basement of Central Hall. Its programs were produced on dilapidated, handed-down equipment donated largely by regional, commercial radio stations. Only very recently had the College acquired the services of David Allen, a local TV news personality, to direct the station's operations and to supervise the unpaid students who worked there. The transmitter, atop Central Hall, beamed the predominantly rock-and-roll programs to the nearby college dormitories. A brief evening Siskiyou Music Hall was the extent of programmed "serious" music, and, because of Ashland's topography, it could be heard only by a neighboring few homes. As I recall, the budget for this activity approximated less than \$20,000 per year.

Shortly before his altogether untimely death, Dave Allen talked with me about his belief that federal funding might be obtained to upgrade KSOR, boost its power and enhance its programming. With this in mind, I requested the Speech Communications Department to replace Dave Allen, for one year, with a person who would evaluate our current status and then recommend either that the College move ahead to larger and better things in broadcasting or that it get out of the business altogether. The Department invited Ron Kramer to join our staff for these purposes.

These events coincided with our efforts at that time to resurrect the defunct College Foundation. Perhaps an upgraded KSOR, reaching out to a potential audience of more than 300,000 persons in southwestern Oregon and northern California, could be an important tool in furthering our efforts.

Thus, when Ron Kramer, a year later, recommended an increase in the College radio budget to enable the College to become eligible for triple federal matching, we responded favorably, albeit nervously, to his recommendation — this is in the mid-70's. (I do recall, as a footnote, that when I determined to find additional support for the College's budget share, the Dean of Administration, with whom we were lunching, nearly swallowed his fork!)

The rest is history: Kramer is still here; equipment, capacity and programming have developed in significant ways; and the result has brought to the College, through a network of organized listeners, one of the strongest and most viable public support-groups, using private resources, known to the College.

— James K. Sours
President, Southern Oregon State College, 1969-1979

New Transmitter



A new 2,000-watt transmitter constructed on Mt. Baldy, just east of Phoenix, expanded KSOR's coverage beyond the campus to reach approximately 121,500 residents throughout the Rogue Valley in 1977. While continuing its commitment to student training in broadcast areas, Southern Oregon State College had made a commitment to provide public radio service to the region.

Community Programs



Dennis Sherwood hosts the Ashland City Band

KSOR has a long history of community involvement. Special programs, beginning in 1975, featured weekly live broadcasts of the Ashland City Band summer concerts. Jazz and folk music were included in the regular weekly program "Live from the Vintage Inn," a local restaurant and nightspot in Ashland.

Soon the recording team travelled to nearby Jacksonville to record concerts of the summer Britt Festivals.



John Baxter and David Maltby record Britt concerts in 1981.

KSOR presents
Live from Ashland, Oregon



The station began broadcasting plays from the Oregon Shakespeare Festival's outdoor theatre through high-quality phone lines to other FM stations in Oregon, Seattle, and northern California. By the early 80s, these KSOR broadcasts were heard nationwide as the phone lines were used to take the signal to Seattle to uplink with the National Public Radio satellite network.



The Chatterbox Gang

The children's show "Chatterbox," with its original drama, music and short stories won a Corporation for Public Broadcasting Award for excellence in program production in 1981.



Garrison Keillor broadcasts from Ashland.

A Prairie Home Companion

With national broadcast experience under its belt, KSOR invited Garrison Keillor to bring his popular show, "A Prairie Home Companion," to Ashland. Development Director Gina Ing conducted a major public relations campaign with the program's staff, comparing Ashland with Lake Wobegon. It could have been her story about the local baseball teams, or a Montague, California, rancher's financial commitment to the project that influenced their decision. Listeners traveled from all over the West Coast to Ashland to attend the Saturday performance-broadcast and the Sunday performance on the Shakespeare Festival's outdoor stage. And sure enough, Garrison Keillor put on his Whippet cap and played baseball with the local teams.



The Oregon Coast Music Festival poster art, created for four years now by Don McMichael, has been featured on several July Guide covers.

Other program series added under the direction of John Baxter feature the Oregon Coast Music Festival, the Rogue Valley Symphony Orchestra, and the Ashland Chamber Music series. Music Director Pat Daly trundles the recording equipment to concerts and returns to the studios to produce programs from the tapes.



Tom Olbrich catches ocean sounds for the science fiction programs.



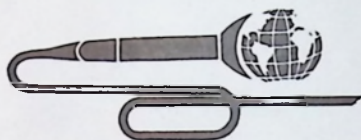
Michael Lee of Laurel Communications created artwork for the OMNI Magazine ad. It also appeared as a cover for the "Guide."



Cokie Roberts in the KSOR studios.

Science Fiction

As KSOR approached its 20th anniversary, its three-part science fiction series, "The Curve of Wonder" was broadcast nationwide on National Public Radio. KSOR commissioned original scripts from Kate Wilhelm, Thomas Scortia and Ursula Le Guin, who also hosted the program. After years of planning, KSOR producer Tom Olbrich chose actors, recorded the sound effects and worked with a national producer to complete the programs. The investment of the Carpenter Foundation and the National Endowment for the Arts made it possible. Even *OMNI Magazine* assisted with the project by placing an ad in its magazine for the program.



NPR Reporter Visits

National Public Radio has for years been interested in KSOR's unique approach in the use of translators to provide public radio service to such a large area. During the 1984 elections when NPR reporter Cokie Roberts was on the West Coast to report on the candidates' activities, NPR suggested she visit KSOR. The station seized the opportunity to have Cokie host a special call-in program about the elections. She was surprised that so many listeners called in the middle of the afternoon — and from so many small towns.

And KSOR still broadcasts the Ashland City Band.

Construction Beyond the Campus



KSOR pioneered the use of solar power for FM translators at Paradise Craggy to serve Yreka-Montague in Siskiyou County, California



Engineer Jeff Sherman services a translator battery pack.

Construction continued. Communities all over the region wanted to receive KSOR's public radio service. First, Grants Pass, then Yreka and Roseburg. Next came calls from the coast; they wanted KSOR also. Then Klamath Falls, and Lakeview. Mileage mounted on the Development Director's car. People wanted to hear about KSOR and how they could raise the local funds to match federal grants for the necessary construction. In Klamath Falls, there were "progressive dinners" to raise funds and concerts in shopping malls. Mt. Shasta and Weed had old-fashioned nights at the movies and a luau dinner-dance in the city park. And on the coast when unemployment was at 22% in several places in 1981-82, everybody pitched in: the Gold Beach Rotary Club had a winetasting; Riley Creek elementary school students sold Coke; another winetasting in Coos Bay; a "radio sampler" party in Brookings; and Port Orford artists donated pieces as "door prizes" for contributors at the Christmas Bazaar. Their successes on the coast won a Corporation for Public Broadcasting Award for Fundraising.

Now, translators broadcast KSOR's signal from 32 mountaintops and a few tall buildings to reach 214 towns in a 35,000 square-mile region of ten counties in Southern Oregon and Northern California. With public radio's largest translator system in the nation, KSOR found a creative — and cost effective — way to distribute the public radio signal in the challenging terrain formed by the numerous mountains and valleys in the region.

Where there was electric power, things were easier. Where there wasn't, KSOR found a way to use solar power. Where there was no water, KSOR's engineer hauled thousands of gallons to mix concrete to construct vaults to house the batteries and translator equipment. Fortunately, engineer John Patton was a man of many talents. KSOR quickly became recognized as a leader in the use of translators.



Ron Kramer, Traci Batchelder, Howard LaMere and David Maltby look on as the satellite dish is installed.

Southern Oregon State College was committed to KSOR, but state funding was not enough to pay all the operational costs for this regional service. The station requested federal funding from the Corporation for Public Broadcasting and set about meeting the criteria: five full-time staff, a main broadcast control room, a fully-equipped production room, and a \$100,000 operating budget. The CPB executives visited, took a look around and decided that such a sparsely populated area could not sustain a public radio station! They denied CPB funding. But they changed their ruling after a second visit during which people in the community, particularly the Oregon Shakespeare Festival, used its most persuasive arguments on behalf of KSOR. With CPB approval, the station could then join NPR and receive its programming with a satellite dish installed in 1980.



KSOR's new home atop King Mountain near Wolk Creek

But construction was not over yet. Finding it necessary to vacate its Mt. Baldy site, KSOR moved its main transmitter in 1987 and increased power to 35,000 watts. With this and the 32 translators, KSOR could provide its signal to nearly 500,000 people in the Southern Oregon-Northern California region.

As with most of KSOR's construction, the project was funded by local matching funds and grants from the Public Telecommunications Funding Program of the National Telecommunications & Information Administration in the Department of Commerce.

KSOR Listeners Guild Formed

When the small Ashland Campus Radio Station boosted its wattage and requested any listeners within range to call in to report their reception, I was not prepared for what I was getting myself in for. I have no idea how I segued from an eager listener to President of the Listeners' Guild, but I'm still very sure Ron Kramer had only invited me over for coffee and doughnuts. Over the next four or five years I just held on while Ron, Gina, John and the rest of the ambitious staff took us on a dizzying ascent through satellite hookups, expanded membership, NPR affiliation and logarithmic transponder progressions.

My most memorable experience, however, was at the onset of the new Reagan administration, when public broadcasting across the country had serious concerns that PB support was going to be eliminated from upcoming federal budgets. A broadcast was convened to take testimony from public supporters at regional meetings across the country. I testified then that radio stations like KSOR provided an important service by beaming discussion, cultural programs and alternative viewpoints to relatively isolated areas which, without public radio, would be blanketed by the numbing drone from single purpose commercial stations.

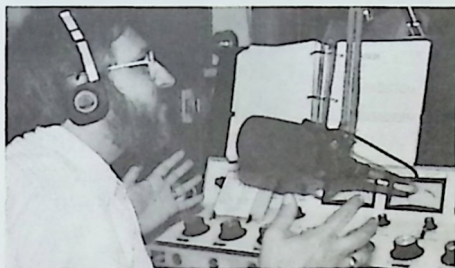
Fortunately CPB, Public Programming and KSOR are still thriving, not so much because of what we did and said back then, but simply because it became obvious that the public's commitment and support was widespread and vehement.

I've resettled in New York now, but I still miss my friends in Southern Oregon. I'm very pleased and proud that KSOR has become so important in the region and wish the station many more successful years.

— **Michael Chas. Slaughter, M.D.**
President 1979-1982

Listeners Guild

The KSOR Listeners Guild was formed in 1975 to encourage high quality public radio for its members and listeners throughout the region. The Guild's Trustees and Regional Representatives provide feedback from communities to the station staff, and advise station management on matters of policy and procedures. Spring and Fall on-air fundraising marathons encourage membership to support KSOR's operations. Membership has grown from 94 to more than 5,000 members in 1989.



Ron Kramer becomes enthusiastic as he talks to opera listeners.



Pat Daly really wants a pledge from La Pine



John Baxter comes up with yet another reason for listeners to pledge



Gina Ing needs just one more call



Annie Hoy heads out to cover a news story after a long shift on the marathon



In 1980, marathon phone volunteers had to work in the hallway



But now marathon phone crews have their own room

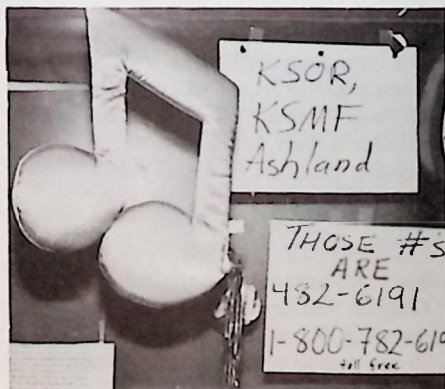
Listeners Guild Grows

With the radio and antenna positioned just right, I was able to listen to KSOR in the early 1970's from my second floor bedroom in Medford. Thank goodness, with the station's twentieth anniversary, the station is easier to find throughout southern Oregon and northern California . . . our State of Jefferson.

The luck in finding a good signal has been exchanged for appreciation of the commitment and dedication of all who invest in our system. As a member of the Listeners' Guild and eight years as a board trustee, nothing makes a stronger statement to me than seeing the growth in the Guild's membership to over five thousand members. The product works, and your ownership (membership) makes the dedicated efforts of staff, the institutional commitments and the quality of product we receive from the public radio networks, worthwhile.

Our ownership is the feedback that drives the quality and diversity which we return to the people who generate the signal. I look forward to continuing my journey on the State of Jefferson "radio ship," learning and exploring as it continues its course toward that ever expanding horizon.

— William Thorndike, Jr.
President 1984-1989



K S O R

Guide

T O T H E A R T S

M A Y 1 9 8 9

1250 Siskiyou Blvd., Ashland, OR 97520, (503) 482-6301

K·S·O·R



90.1 fm

Hark!

One of KSOR's first logos

Cover by Don Thomas

The GUIDE is published monthly by the KSOR Listeners Guild, 1250 Siskiyou Blvd, Ashland, OR 97520, with funds from subscribers, advertisers and grants. Display advertising space is sold by the Guild to defray the expenses of publication and may be purchased by contacting Gina Ing at (503) 482-6301.

Art Direction:

Laurel Communications, Medford, OR

Editor: Diana Coogle

KSOR is a member of: NPR-National Public Radio, CPB-Corporation for Public Broadcasting, and CPRO-Consortium for Public Radio in Oregon, & an affiliate of American Public Radio.

KSOR welcomes your comments
1250 Siskiyou Blvd., Ashland, OR
(503) 482-6301

FEATURES

- 10 **Programming at Twenty**
John Baxter takes a look at highlights and lowlights of KSOR's programming history
- 16 **Grass Roots Triumph**
Gina Ing tells a translator story
- 20 **KSOR Turns 20; News Turns 2**
Annie Hoy, "Mother Newsoid," describes the beginnings of KSOR's news department

DEPARTMENTS

- 2 **Director's Desk**
Twenty
- 9 **Editor's Column**
Open Letter to Listeners
- 44 **Arts Events of May**

KSOR THIS MONTH

- 22 **Programs & Specials at a Glance**
- 28 **Program Listings for May**

KSOR

20th

ANNIVERSARY

KSOR STAFF
 Ronald Kramer
*Director of
 Broadcast Activities*
 John Baxter
Program Director
 Jeff Sherman
Technical Director
 Gina Ing
*Director of Resource
 Development*
 Keith Henty
Assistant Program Director
 Pat Daly
*Music and Operations
 Director*
 Annie Hoy
News Director
 Thomas Ormsby
Siskiyou Music Hall Host
 Mary Friesen
Accounting Clerk
 Anna Beauchamp
Administrative Assistant
 Ginger Sisson
Secretary
 Valerie Ing
Chief Student Announcer
 Barbara Johnson
Traffic Assistant
 Sam Gregory
Production Assistant

ANNOUNCERS

T. Mark Baxter
 Kris Boyle
 Michael Braibish
 Stu Burgess
 Jack Byrnes
 Bud Carroll
 Glenda Chipp
 Mick Eaton
 Valerie Ing
 Rik Jensen
 Kateara Kackloudis
 Jon Kenneke
 Jim McCoy
 Mark McKay
 Nichole Myers
 Steve O'Donnell
 Jeff Ross
 Chris Wood
 Curtis Worsely

NEWS

Bob Bertram
 Mick Eaton
 Joe Follansbee
 Mark Gibson
 Valerie Ing
 Rik Jensen
 Chris Jones
 Kent McQuillen
 Stacy Ullsmith

GUIDE STAFF

Diana Coogle
Editor
 Vincent & Patty Wixon
Prose/Poetry Editors
 Mary Jo Heidrick
Design/Production

FROM THE DIRECTOR'S DESK

Twenty

May 21 is KSOR's Twentieth Birthday.

Telling the story of KSOR's twenty years isn't easy. Over the past fifteen years I've often written about translators and studios and grants and programs as they arrive and depart. But somehow these facts and figures don't sum up to tell a twenty-year history. Radio is, after all, an endeavor in which people conceive and assemble information and entertainment to share with other people. The real story of this station's twenty years is the sum of all the inspiration and effort devoted by the many people who have contributed to nurturing public radio over that period, the many people who have worked here at the station and listeners, underwriters, political figures and community friends, all believers in public radio. No one can sum up twenty years' devotion by so many in this short a space. But I think the most appropriate celebration of our twenty years is to tell about a few of those people and their contributions to this station. Their work is the essence of what KSOR is and has been.

The first student manager I encountered at KSOR was Mike Moran. He worked part time at rock-station KYJC and closer to full time helping to keep KSOR afloat. It was a pretty leaky ship, too. KSOR's founder, Dave Allen, had died the year before, and keeping the station alive fell largely to the students headed by Mike. It was a large assignment, but Mike's was a voice of calm dedication. When he graduated, Mike became an officer with the Medford Police Department, although he occasionally continued to work in radio. He's still a member of the KSOR Listeners Guild.

Debbie Ray was a junior and pretty much ran KSOR's tiny office. She also announced on the *Siskiyou Music Hall*. Our office quarters were spartan, so Debbie and I more or less shared an office. Later Debbie married Mike DuBois, who in addition to being a student announcer at KSOR was also our resident artist and caricaturist. The first editions of the *KSOR Guide* carried Mike's drawings on the covers.

The station was starting to grow and expand, and the task of succeeding Mike Moran as student manager fell to Brian Wood. Many folks now know him as Brian Bishop, news director of KRWQ, but when Brian was an undergraduate, KSOR had no news programming. It was Brian who kept *Siskiyou Music Hall* and all our other music programs going. Brian was also our team

captain when the KSOR softball team was beaten (incredibly soundly) by the KYJC staff team at an infamous baseball game in Hawthorne Park in Medford. Also on the team was Joe Hawk who handled sports coverage on KSOR. Joe was one of the most talented and literate sports announcers I've encountered. When he graduated he became Sports Information Director at a university in Arizona.

It took the phone company three days to run lines to the Lithia Park band shell . . .

KSOR started doing broadcasts of the Ashland City Band in 1976. It took the phone company three days to run lines to the Lithia Park band shell because no one had ever ordered phone service inside the park before. The broadcasts were hosted by Dennis Sherwood, who was a student at KSOR when I came in 1974 and who continued to host the City Band broadcasts long after he graduated. Dennis was a dedicated and understanding student manager at KSOR during the period when we first began hiring professional staff to complement our student personnel. It was an important transitional period for everyone at KSOR.

The *KSOR Guide* started out pretty innocuously as a quarterly. Mike DuBois did the art work, and the entire staff assembled to paste up the typeset articles to be sent to the printer. We usually did layout in an evening when we could take over a classroom adjacent to KSOR studios to use the room's long tables. Sometimes we were too busy with radio work to stay current with the *Guide*, and the *Guide* suffered. When we got to a point where the *Guide* came out three months late, we decided it was time to begin bringing on board some staff support that was discretely assigned to do the publication.

We began seeking students who would expressly work with the *Guide*. One of our first *Guide* editors was Leslie Pollack. She was extremely talented and did wonders for the publication. At the same time she was also doing magic show performances with Harry Anderson. I remember Leslie sitting in my office telling me how she thought she wanted to leave school and go with Harry to do magic shows. I sort of wanted to say, "That sounds a little risky to me," and (wisely as it turns out) not saying what I was thinking. Leslie and Harry married subsequently and now have two youngsters aged 3 and 8. You've probably seen Harry on NBC's "Night Court."

KSOR LISTENERS GUILD

William Thorndike, Jr.
President
Peter Sage
Vice President
Elizabeth Udall
Secretary
TRUSTEES
Edith Heumann
Marylen Kocks
Ted Lawson
Vera Lawson
M. Donald McGeary
Nancy Peterson
Peter Sage
Mark Shively
Elizabeth Udall
Carol Doty, Ex-Officio
Past President

EXECUTIVE COMMITTEE

Officers of the Board of Trustees
& Regional Representatives

Kathy Grossman
Coos County
Robert Seligman
Del Norte County
Fred Sohn
Douglas County
Vacant
Josephine County
Mike Miller
Klamath Basin
Betsey Shuteroff
North Siskiyou County
Alan Johns
South Siskiyou County
Ronald Kramer, Ex-Officio
Dir. of Broadcast Activities

KSOR, KSMF, KSBA and KSKF are owned and operated by Southern Oregon State College, Ashland. KSMF 89.1 FM, KSHA 88.5 FM, KSKF 90.9 FM and KSOR 90.1 FM with translators in service at:

Bandon	91.7
Big Bend, CA	91.3
Brookings	91.1
Callahan	89.1
Camas Valley	88.7
Canyonville	91.9
Cave Junction	90.9
Chiloquin	91.7
Coquille	88.5
Coos Bay	89.1
Crescent City	91.7
D. Indian-Emigrant Lk.	88.1
Ft. Jones, Etna	91.1
Gasquet	89.1
Gold Beach	91.5
Grants Pass	88.9
Happy Camp	91.9
Jacksonville	91.9
Klamath Falls	90.5
Lakeview	89.5
Langlois, Sixes	91.3
LaPine, Beaver Marsh	89.1
Lincoln	88.7
McCloud, Dunsmuir	88.3
Merrill, Malin, Tulelake	91.9
Port Orford	90.5
Parts P. Orford, Coquille	91.9
Roseburg	90.5
Sutherlin, Glide	89.3
Weed	89.5
Yreka, Montague	91.5

Our first professional staff announcer was Bill Munger. He came in 1977 and did "First Concert," which was a program we had just added to KSOR's schedule. Previously, KSOR had signed on at noon. Bill had worked at various fine arts stations around the country, and KSOR was his first public radio experience. He must have wondered about us. At the time, our studios were being converted to stereo, and we operated for nine months from the attic of our building which we euphemistically dubbed the "penthouse studio." The room was a solid concrete bunker which had neither heat, painted walls nor much light. We used space heaters and desk lamps. Once we almost burned down the building with the space heaters. Some burlap-covered movable panels were set in place to partition off an acoustic "space" for the control room equipment. Bill did his program each weekday morning in that cold, sterile space. One morning in February 1977, we all trooped up to the penthouse to throw the switch for our new 2,000 watt transmitter. We had a little ceremony and asked listeners to call and give us reception reports. The *Medford Mail Tribune* ran a photo about KSOR on page 1 captioned "Now the entire valley can hear KSOR." Bill went on to work at the public station in DeKalb, Illinois, and later at another in Oklahoma. He is still heard on KSOR on "SingOut's Songbag," which we carry on Sunday evenings in syndication.

*"Now the entire valley
can hear KSOR."*

KSOR did quite a bit of original drama at that time. One of the programs was a weekly children's magazine called "Kids 'R Great." Back in the days when the federal

CETA program was in operation, the "Kids 'R Great" show was staffed largely with CETA labor augmented by our students. We also did "Crystal Set Theatre," weekly 30-minute dramas with original scripts. We maintained a staff of student writers and did a lot of dramatic programming, some of it decent and some entirely unmemorable. One of our producers was a student, Greg Luce. Greg was a talented musician and among other things liked to play ragtime piano. This was just around the time the Scott Joplin music craze had established itself after the release of "The Sting." Greg was one of our better *Siskiyou Music Hall* announcers and included ragtime in his programs. I usually got to answer the mail from those listeners who thought it wasn't sufficiently "classical" to be included. It's funny how one's contributions live on after one leaves. We still occasionally include ragtime in our programming.

*... we ran wires down the
outside of the building to
our basement studios ...*

Once Greg was producing one of his (and our) last *Crystal Set Theatre* episodes and wanted to do the program "live." KSOR was still operating from the "penthouse" studio and Greg asked me if I thought it was too much of a gamble to do the show live. He really wanted to try it, and after a little thought, I suggested he go ahead. Of course we couldn't have the actors and musicians in our concrete bunker, so we ran wires down the outside of the building to our basement studios, which were nearing completion. So we had the actors three floors away from the control board and director (Greg). On the evening of the broadcast I listened intently at home and held my breath throughout the program. It was

probably the first live radio drama done in this area in thirty years, and it went off without a hitch.

Soon thereafter *Crystal Set Theatre* became a casualty of too many graduating seniors (including Greg), and KSOR moved back down to the basement and our new studios.

*John Patton came in 1976,
and literally built KSOR.*

John Patton came in 1976 and literally built KSOR. He not only wired it, but he constructed virtually all of our translator network. He also built a lot of our cabinetry, the underground ferro-cement vaults that hold the translators, and once took me flying in his J-4 (which later crashed). We were scouting translator sites for one of our first translators. I'm not normally squeamish about flying and am not subject to motion sickness. However, that is a flight I shall never forget. I never flew with John again. John has the distinction of having resigned and returned to our staff more than any other person. At the moment he is in "away" mode again, but we never know what the future holds.

Jeff Sherman came in 1986, to replace John Patton when he first resigned. Filling John's shoes, and his snowshoes, is a challenging assignment. Jeff is still the only person on staff who even knows how to find most of our translators.

Tom Sheldon became our Program Director in 1978. He had worked in radio elsewhere and was an extremely versatile, talented and gentle soul. At that time we were still producing live coverage of the Oregon Shakespearean Festival's summer opening for a network of stations in the western U.S. Tom was to co-host the 1978 program with OSFA's Peggy Rubin. Peggy did so many broadcasts for us that she was kind of an honorary member of the station staff.

Forty-five minutes before air time Tom suffered a massive heart attack during the "Feast of Will" in Lithia Park. As the ambulance was leaving, with our staff uncertain of Tom's condition, we huddled hurriedly to discuss the impending broadcast. Within minutes I frantically raced through Lithia Park in search of members of the OSFA company who we hoped could step in to co-host the broadcast on absolutely no notice. The broadcast began on time, and the file photos taken during the program show the KSOR staff largely in tears. During the course of the broadcast we learned from the hospital that Tom had died. The program ended at 11:12. I'll never forget the time because the traditional trumpet fanfare theme, with which we normally closed the broadcast, seemed inappropriate and we needed to decide whether to change the ending. We ended "cold voice" (no music). I got home a little after midnight, and I remember sitting on my front porch writing my next *Guide* column about Tom. Tom's death left a tremendous gap at KSOR. We will have tapes in the KSOR library of the many programs he produced.

Howard LaMere stayed at KSOR longer than anyone else besides me. He was a student here in 1975, and when he graduated we hired him. Howard launched *Ante Meridian* and, save only during a hiatus from 1982-86, remained at KSOR until just a few weeks ago. He's now a KSOR listener in Gold Beach. Howard was the self-proclaimed author of the "outrageous idea" which inevitably would surface during any staff meeting at which the solution to some problem needed to be found. After lengthy deliberation Howard would unleash his "outrageous" suggestion. Those that were acted upon frequently proved among our more valuable, if unconventional, innovations.

One day in 1979, a young fellow

arrived at our doorstep. He was one term away from completing a degree in radio and television at the University of Oregon but, he felt, he hadn't really had a chance to "do" very much radio. He wanted to know if he could enroll at SOSC for his last term of undergraduate schooling and work at KSOR to actually engage in radio broadcasting. Well, Tom Olbrich did so impress everyone during his one term as a student that, upon graduation, we hired him. Tom remained at KSOR until 1986. Originally hired as a producer and announcer, Tom became sort of our "short stop." He was during different periods our program director (when John Baxter was on leave), senior staff producer, anchorperson for "The Jefferson Daily" when it was launched, operations manager and assistant program director. I've probably forgotten a few of his titles because his versatility enabled Tom to serve in such broadly defined areas. In a lot of ways he hasn't really left KSOR even yet. He'll show up on the air during a marathon occasionally and is currently producing the various concerts being presented this month in connection with KSOR's 20th birthday.

One day late in the 1970's a check arrived in the mail. It was for \$300, one of the largest we had ever received. There was no note, and the entire staff felt grateful and mystified by this unsolicited act of support. No one had ever heard of the donor. Six months later another \$300 check arrived. Again no letter enclosed. Again we all puzzled, wondered and were pleased. During the next marathon another check arrived. This one had a nice handwritten letter, responding to my previous letter of acknowledgement, and told us that KSOR was doing a good job and that this was the writer's way of letting us know that. The following marathon another check arrived with a longer letter of encouragement. No one at

KSOR had yet met this unknown writer, but we came to eagerly await her letters, which were always timed to arrive just prior to a marathon. Not that we were awaiting the check, mind you; we were really anxious to receive our latest "report card" from this unknown supporter. Well, this went on for quite some time. One day a lady came into our studios carrying a large bundle of records. It took a little sleuthing, but it turned out to be our mysterious writer. We didn't learn until much later that she had cancer.

*. . . this unassuming lady
was disassembling her
record collection to donate
to KSOR . . .*

All we knew was that this quiet and unassuming lady, who now had a face we could identify, was disassembling her record collection to donate to KSOR and was bringing her discs to us in batches as she completed cleaning, cataloging and packaging them for us. What she was doing, we later learned, was arranging her affairs to support the things about which she most cared. She brought the last batch in only a few weeks before she died. Many records in our library still bear the notation "Gift of Catherine Watkins." When Catherine died we lost a small part of our audience but one of our best and most valued friends. The entire station staff mourned her passing.

When the KSOR Listeners Guild was formed in 1975, there were about ten people seated around the table. Marylen Kocks, the Guild's first president, served with distinction for three years. Stewart McCollum, more recently a Jackson County Commissioner, was also there to help. Marylen and Stewart are still members of the Guild's Board. Vera and Earl Lawson were also at that first meeting, and their faith and commitment to KSOR

Marylen [Kocks] and Vera [Lawson] were busy for days making . . . bar mix for the parties.

have never wavered from that very first day. Vera is the only lifetime trustee ever elected to the Guild's Board. Her son Ted joined the Guild's Board last November.

Raising money to strengthen KSOR's transmitting range and to pay for programming was a constant concern then (and still is). We needed to dream up all kinds of ways of raising money, one of which was several enormously lavish and complicated New Year's Eve parties. Marylen and Vera were busy for days beforehand making a mixture of peanuts, pretzels and cashews for bar mix for the parties. I will never forget their carrying in huge quantities to stock the many bars that were involved in what was essentially four separate parties with four separate bands in four separate locations.

When it comes to family participation in KSOR, the Sours family springs immediately to mind. Jim was president of the College at the time KSOR was founded in 1969. He believed in the station and was a source of incredible support and commitment at the time I arrived. When we wanted to increase the 10-watt transmitter power, we had a difficult time finding a location on which to put a new transmitter. I vividly remember walking numerous mountain tops with Jim as we scouted sites that were technically and economically suitable. There were many hurdles to overcome, but Jim remained a staunch believer in KSOR for the entire duration of his college presidency. Since leaving SOSC in 1979, he has remained actively involved with the station and still serves as a consultant to the KSOR Listeners Guild Board of Trustees.

Jim and Alice's son, David, was a student at SOSC in the 1970s. David was a radio jack-of-all trades. He did air shifts, wrote and acted in our dramatic programs and eventually, while still a student, served as KSOR's news director. Of course, we didn't really have a news department then, so we had to improvise. David was in charge of assembling short modular features of a public affairs nature which we interspersed throughout our programming. We called them "KSOR Captions." That was our news effort. When David graduated he became our first full-time employee handling the *Guide* and station public promotion. A year later he resigned to pursue graduate schooling and a career in the publishing field. David now lives in Pittsburg, and he and his wife are awaiting the arrival of their first child.

Two folks about whom you rarely hear came quietly into our lives almost ten years ago. The *Guide* was a modest, but growing, affair, and Vince and Patty Wixon contacted us to ask if they might be of any help in putting together the prose and poetry section of the *Guide*. Both were high-school English teachers and well-suited to the assignment. Vince is still teaching at Crater High School and was Oregon Teacher of the Year a couple of years back. Patty has moved from the English department at Ashland Senior High to vice principal there. For nearly ten years all manuscripts submitted for consideration have gone to the Wixons, who select the material to be used and prepare it for publication. It's been a decade-long labor of love.

Joe [Kogel] was our resident possessor of theatrical flair.

Some listeners will recall hearing a *New Dimensions* broadcast some months ago featuring Joe Kogel. During the program Joe talked about

*"Some of our programs
were like salami . . ."*

a variety of subjects including his sojourn in radio at KSOR when he was a student here in the late 70s and early 80s. Joe was sort of our resident possessor of theatrical flair. Modesty and simplicity were not in his vocabulary. He did many *Siskiyou Music Halls* and jazz programs, but he was always seeking ways to do more than just play recorded music. Joe did a Sunday morning program called "Words and Music," during which he interspersed poetry readings and music. He produced a lot of taped concerts for delayed broadcast. Once he did a marathon-related exhortation to listeners to pledge. In that piece he likened public radio to a New York delicatessen. Some of our programs were like salami, others were bagels. He had a whole range of deli items which he fluffed up into elaborate metaphors. The piece drew considerable comment. People either liked it or hated it. Eventually, Joe went on to travel and present one-man shows offering his brand of comedy and philosophy. A couple of years ago he appeared in Medford.

One of the first radio people I met when I came to KSOR was Robin Lawson. Robin was then news director at a local commercial station but was also a popular local jazz musician. I wanted to expand KSOR's programming into jazz and to include live music broadcasts, which was something the station had never done before. The "remote" equipment which KSOR then possessed was so bad as to defy description. It produced a hum that was twice as loud as any signal you could hear. So we scraped together a few pennies to buy a cheap portable mixer (which we still are using), and I called Robin to ask if he would allow us to broadcast his jazz quartet live from the Oak Knoll

Country Club on Saturday nights. He not only agreed but, when the going got rough, helped out on the broadcast and even helped us pay for the telephone lines which were necessary for the broadcast. It was pretty primitive but gave everyone a taste of what we could do with live radio. Those Saturday night broadcasts stayed on the air for several years, but Robin's association with KSOR continued in a variety of forms. While he is currently temporarily on hiatus (but *is returning soon*), Robin started our Saturday morning jazz program on KSMF when that station signed on.

*Our volunteers have been
an essential element of
KSOR's operations.*

Our volunteers have been an essential element of KSOR's operations. These community volunteers have occasionally enrolled as students, gaining academic credit for their participation, but for the most part they have given of themselves freely and fully in all areas of KSOR activity and have received nothing more in return than your, and our, gratitude.

*Betty Huck . . . was a
champion marathoner.*

One of our earliest and most durable volunteers was Betty Huck. Betty did everything at KSOR. A talented writer, she frequently wrote for the *Guide*. She also did Friday night jazz and often did Saturday *Ante Meridian*. And she was a champion marathoner. It was even a family affair because Betty frequently brought husband John Machin along during marathons, and John helped us out, too. After nearly five years of volunteering Betty and John moved to Los Angeles, where Betty went to

work for Steve Allen.

Aiding and abetting our early computerization were Clair Killen and Jenny Windsor of Jacksonville. I have a certain amount of technical background, so I felt more than a little inadequate when in 1982, I couldn't even turn on the first computer. Jenny and Clair worked hard as volunteers to computerize the Guild's membership files and then to teach folks like me how to use the equipment. We could never have survived KSOR's growth without our computerization of our membership and financial records. Jenny and Clair are still Guild members.

Someone who shaped KSOR at a crucial time was Dr. Michael Slaughter, who served as KSOR Listeners Guild president from 1978-1982. We were just beginning KSOR's translator network expansion and seeking NPR membership when Michael's presidency began. He was definitely the right man at the right time. No matter how outlandish the task or how large the hurdle to overcome, Michael's approach was that there was clearly a way to succeed if we just sat down and reasoned out the right strategy. He and I were often in his Medford office well into the evening, long after the patients and staff had departed, seeking creative solutions to the many challenges at hand. His wife, Kathy, just sort of shook her head when these deliberations began. My wife, Nan, said it was dangerous to allow the two of us alone in the same room. You never knew what new translator or program

You never knew what new translator or program might result.

might result. Michael was an early advocate of office computerization and helped move KSOR into the

(Continued on page 42)

EDITOR'S COLUMN

Open Letter to Listeners

During the time I was doing my KSOR commentaries every Saturday morning, I got a letter from a listener who said KSOR was the only institution she knew that she was always willing to forgive.

Ain't it the truth?

For seven years I was affiliated with KSOR through those weekly commentaries, becoming one of the station's several on-the-air volunteers. It was not always a smooth relationship, but usually. Sometimes I would get irritated at giving for free the best of my professional writing. If they appreciated what I did, why didn't they pay me? Supportive listeners wrote to me with the same point of view, indignantly declaring I was being taken advantage of. But week after week I spent my hours at the typewriter pecking out those pieces; I traveled from the Applegate to Ashland to record; I came during the marathons to read "live." Because I found that I, too, like the listener mentioned above, liked KSOR too much to let any lovers' quarrel interfere with our relationship.

But while we're congratulating KSOR for twenty years of enriching our lives, fondly remembering KSOR's memorables, there's one other to mention. You. The listener. The real reward of my own personal affiliation with the station has been the response from my listeners. Response from *Guide* readers is also honey to my palate. We're all hugging KSOR this month, opening congratulatory champagne bottles, but I'm turning around to toast you. KSOR may be pretty great, but you're pretty great, too. I love KSOR listeners. Hugs, kisses and congratulations.

— Diana Coogle
KSOR Guide Editor

Programming at Twenty

by John Baxter

As I began planning for this article covering the first two decades of KSOR's programming, it occurred to me that I have been this station's Program Director for half of its life. In an industry with a notoriously high rate of job turnover, that fact in itself is remarkable. And KSOR had not had a very good track record with Program Directors. Previous PDs had departed quickly, in circumstances both comic and tragic. In fact, when I took this job, someone remarked to me that being KSOR's Program Director was like walking down the aisle with Henry VIII. Even more remarkable than my relative longevity, though, are the many changes the station's programming has gone through in the past two decades. I think back on the many different programs and personalities which have passed through the KSOR studios in my ten years with occasional humor, occasional horror, and, ultimately, a great deal of affection.

KSOR's original program format was quite a bit like that of many tiny college stations of the day. There was some rock, some pop music, some classical, a bit of news, a bit of sports. KSOR was on the air a few hours a day, only when SOSC classes were in session. Although I had never even heard of KSOR in 1969, I got my start in radio at a similar 10-watt college station, so I can easily imagine what

KSOR sounded like in those early years.

In 1969, National Public Radio was still a dream. It was not created until 1972, and only then because a true champion of public radio had succeeded in inserting the words "and radio" into the Public Broadcasting Act, the federal law which created the Corporation for Public Broadcasting and which largely envisioned public broadcasting as television only. (Ever wonder why the Public Broadcasting Service (PBS) refers only to TV?) By the mid-1970s, many forward-thinking managers of college radio stations were devising ways to qualify their stations for membership in the new NPR so they could broadcast programs like a new 90-minute week-nightly news program that NPR called *All Things Considered*.

When I arrived as KSOR Program Director in September of 1979, the station had joined NPR just a few months earlier. But KSOR was already a much different station from what it had been in 1969. It had primarily a fine arts emphasis: programs like *Siskiyou Music Hall* and *First Concert* were already on the air. There were national programs: *All Things Considered* (transmitted to KSOR from Washington via long distance phone lines), a weekly jazz concert series called *Jazz Alive*, and concert series by the Chicago Symphony and New York Philharmonic.

We are pleased to inaugurate:
 *daily news reports
 *Coverage of SCC sporting events
 *live, and taped-delayed, broadcasts of local musical performances
 *nightly album previews of the latest popular releases.

We will again bring to you live opera performances from the Tesaro Metropolitan Opera Network Service commencing in December. Until then, we offer KSOR FESTSPIELMAUS, a weekly opera broadcast from our library.

We are happy to add recordings by the most talented foreign artists on MUSICA HELVETICA and CANADIAN CORNER. And although no one can predict what SUNDAY SUPPLEMENT will feature on a given week, we invite you to tune in on Sundays at 8 pm and sample the program for a pleasant surprise.

Serious music listeners who continue to enjoy SISKIYOU MUSIC HALL are invited to submit requests.

This quarterly guide will be updated with a weekly supplemental listing of featured works and special programming events. For your free copy, just call us at 482-6423. We invite comments and suggestions.

Next quarter we look forward to continued expansion and improvement in our program schedule. You'll be hearing more about these plans in the next few weeks.

And, KSOR, of course, comes to you commercial-free. Welcome to PUBLIC ADIO. The Rare Medium That's Well Done.

Mike Moran
 Station Manager

Ronald Krane
 Director of Broadcast Activities

DAILY SCHEDULE

Monday through Saturday:

12 noon to 6 pm

CONTEMPORARY SOUNDS

6 pm to 9 pm

SISKIYOU MUSIC HALL

9 pm to 12 pm

ROCK SHOW

Local, regional, and national news is aired at 5:45 pm Mon. through Sat. Nightly album preview at 9 pm.

Sunday:

12 am to 4 pm

CONTEMPORARY SOUNDS

4 pm to 4:30

MUSICA HELVETICA

4:30 to 5 pm

CANADIAN CORNER

5 pm to 8 pm

SISKIYOU MUSIC HALL

8 pm to 9 pm

SUNDAY SUPPLEMENT

9 pm to 12 pm

THE JAZZ MAN

KSOR OPERA SCHEDULE FOR FALL '74

Nov. 9 LCHENGRIN by Wagner 9:30

Dec. 7 ROMEO ET JULIETTE By Gounod 11am

Nov. 16 LA BOHEME By Puccini 10:30

Dec. 4 DEATH IN VENICE by Britten 11am

Nov. 23 QUEEN OF SHADES by Tchaikovsky 10:30

Dec. 21 JENIFA By Janacek 11am

Nov. 30 FAIRY QUEEN by Purcell 11

Dec. 28 TURANDOT By Puccini 11am

LA BOHME by Puccini 11am

KSOR STAFF: Mike Moran, Station Manager; David Sours, News Director; Scott Cummins, Public Affairs Director; Debbie Ray, Traffic Director; Ray Heald, Production Director; Dennis Sherwood, Music Director; Bill Pratt, Ray Heald, Sports; Lynn Barney, Promotions; Robert Corbit, Mike Debois, Deanna Dvorak, Randy Gardner, John Gomez, Linden Hasset, Greg Johnson, Bill Nulff, Ernest Praelan, Ray Pike, Michael Schwarz, Brent Smith, Geane Tallas, Robyn Tinner, Kirk Wagner.

KSOR is a non-commercial public radio station licensed to the State of Oregon, acting through the State Board of Higher Education. KSOR's studios and transmitter are located in Central Hall on the campus of Southern Oregon College in Ashland.

KSOR's first published program schedule, Fall 1974. KSOR is 5 years old.

Programs at a Glance

90.1 FM Stereo Dolby

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8							
9	Ante Meridian						
10	European Review	900 Seconds	Translating Profile	Voice-Artist Edge	Women's Way		
11	Words and Music	First					Pacific Weekend
12	BIM Science Magazine	Concert					NPR World of Opera
1	Folk Festival U.S.A.						
2	Study Ticker	NPR Book of the Week	International Concert Hall	Los Angeles Philharmonic	Netherlands Concert Hall	Keyboard Immortals	Options II
3	Voices in the Wind					Collector's Corner	Continental
4		Cambridge Forum	Options in Education	Special of the Week	Options I	American Music Sampler	Many Hall Debut
5	Siskiyou Music Hall	All Things Considered					Siskiyou Music Hall
6		Siskiyou Music Hall					
7	All Things Considered						All Things Considered
8	Milwaukee Symphony				Cleveland Orchestra Pops Concerts	Talk Shows	
9		Early I	Masterpiece Radio Theatre	Vintage Radio	Early II	Los Angeles Philharmonic	The Cooker Jar
10	Jazz Review	Rock Album Preview	FM Rock			Jazz Album Preview	Live from the Village Inn
11							Jazz Alive
12	Weekend Jazz	The Oldies			Weekend Jazz		Weekend Jazz

KSOR's program schedule at the age of 10. September, 1979.

I remember telling my new colleagues about an exciting program I had heard during a trip to Minnesota. It was called *A Prairie Home Companion*, and I hoped that it might be distributed nationally some day, so we could carry it.

And there was this program on KSOR called *Ante Meridian*, hosted by Howard LaMere, which mixed classical music with jazz. I'd never heard anything like it before, and I thought it was fantastic. If there is anything on the air which epitomizes the creativity and innovation of KSOR's first two decades, it has to be *Ante Meridian*. In 1989, the program seems to us old hat, but in 1979 it was a radical idea. And in fact, we still get comments from listeners about the wisdom of mixing classical and jazz (and now, other types of music as well). I must admit, on some days I wonder, but on most days *Ante Meridian* offers its own proof of the validity of the idea.

KSOR had some real programming problems in 1979, though. The station signed on at 8:00 am, a significant problem when you consider that radio's biggest audience listens between 5 a.m. and 8 a.m. We moved the sign-on time back to 7 a.m. immediately and, when *Morning Edition* signed on the air in 1981, back to 6 a.m. We of course now sign on at 5 a.m. But the sign-on time, aside from the understandable grumbling of the morning hosts, who had to get up earlier and earlier, was easily fixed. There were some other problems that had me scratching my head.

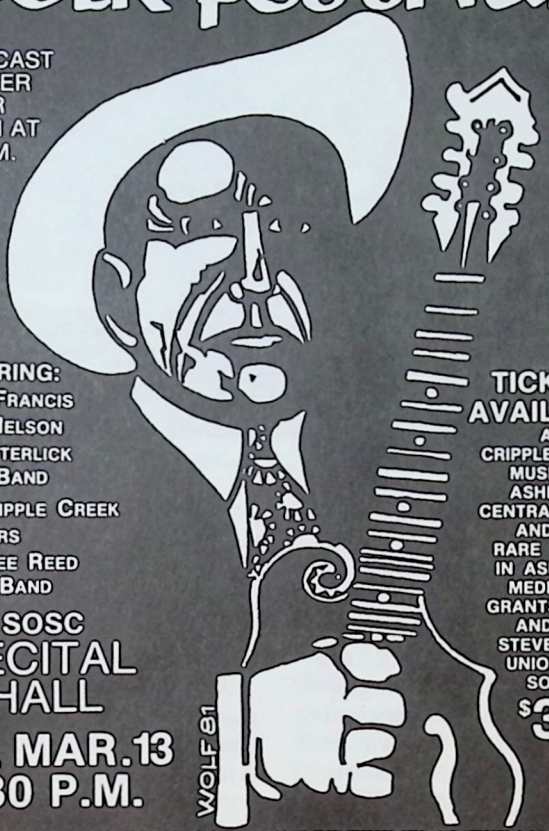
While KSOR had excellent local programs like *Ante Meridian*, it had its share of, well, questionable concepts. One such program I remember was called *Words and Music*, a Sunday morning affair, 90 minutes worth, which mixed baroque music with poetry readings. A nice program in theory, the reality was usually

excruciating, especially on those mornings when I was filling in as host. While you can't go wrong with Bach and Vivaldi, a sleepy local host trying to read Wordsworth or e.e. cummings (especially the latter, since broadcast scripts are usually written entirely in capital letters,) on a Sunday morning leaves much to be desired. I thanked my lucky stars when *St. Paul Sunday Morning* came along.

Then there was the half-hour weekly "magazine" show of music and features Howard LaMere and I co-hosted for about six months. It aired Saturday mornings. We couldn't think of a title, so we asked listeners to submit suggestions. The winner was *Local Interference*, and I think the person who suggested the title was only half joking. We took the hint.

Another memorable program was not a KSOR creation but was actually nationally syndicated: *Keyboard Immortals*. The program consisted of recordings of the Welte Vorsetzer, a robotic device in use around the turn of the century, which, by playing piano rolls made on the device by famous pianists, could recreate the original pianist's interpretation. Although it was not entirely dynamically accurate, one could get some impression of the original interpretation. The problem with the program certainly wasn't the music, but rather that it was funded by a major corporation, and hosted by the corporation's president. Who can say no to the boss, even when his announcing style is a combination of Leo Gorcey, George Jessel and Jinx the Cat? We used to jokingly refer to the program as "one of duh bwightest stahs in duh moo-zi-cul guh-lax-ee." Thankfully, it is no longer being produced.

Throughout the early 1980's, though, NPR, and later APR, began to offer more and better programming. And with the advent of satellite



THE KSOR folk festival

**BROADCAST
LIVE OVER
KSOR
90.1 FM AT
8 P.M.**

FEATURING:
LARRY FRANCIS
MARK NELSON
THE BITTERLICK
STRING BAND
THE CRIPPLE CREEK
RAMBLERS
THE FREE REED
STRING BAND

**SOSC
RECITAL
HALL**

**FRI. MAR. 13
7:30 P.M.**

**TICKETS
AVAILABLE**
AT
CRIPPLE CREEK
MUSIC IN
ASHLAND
CENTRAL POINT
AND AT
RARE EARTH
IN ASHLAND
MEDFORD
GRANTS PASS
AND AT
STEVENSON
UNION AT
SOSC
\$3.50

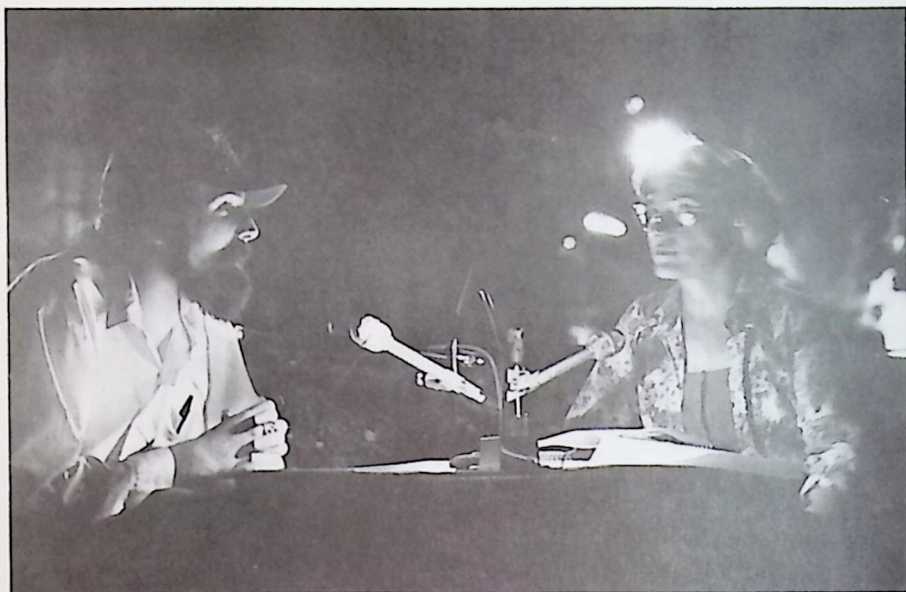
WOLF 81

THE KSOR FOLK FESTIVAL IS MADE POSSIBLE IN PART BY A GRANT FROM MEDFORD STEEL AND MEDFORD BLOW PIPE

distribution, the programming was of much higher technical quality. We of course had *All Things Considered*, *Morning Edition* and *A Prairie Home Companion*, — referred to as public radio's "tent poles." But there have been other incredible programs as well: *St. Paul Sunday Morning*, Scott Simon's *Saturday Weekend Edition*, and memorable specials like *Father Cares: The Last Days of Jonestown*. There were some misses, too, like NPR's ill-fated five-hour arts magazine, *The Sunday*

Show, and the nationwide comedy call-in *Talk Talk*, the latter garnering more listener hate mail than any program I've ever encountered.

I remember most fondly, though, the local programs produced out of KSOR's own cramped Control Room C. There was *Chatterbox*, produced by a group of students and volunteers led by Michael Johnson and David Maltby, which won a CPB Program Award in 1981. There were the live, nationwide broadcasts of the opening performances of the



Hank Kranzler

Peggy Rubin and John Baxter host a live broadcast from the Oregon Shakespeare Festival, 1982.

Oregon Shakespeare Festival's outdoor season, which I co-hosted with Peggy Rubin, and which took honorable mention in the CPB Awards in 1982. There have been countless hours of locally-produced music broadcasts, from the Rogue Valley Symphony, the Britt Festivals, the Oregon Coast Music Festival, and the Ashland City Band, and more recently, the three-part radio drama series *The Curve of Wonder*, produced at Staunton Studios in Medford by Tom Olbrich and David Ossman, which utilized the talents of Ursula Le Guin, Todd Barton, and many actors from the Oregon Shakespeare Festival. That series aired nationally last June.

I would also have to note the 1981 broadcast we did of the *KSOR Folk Festival*, which featured excellent local musicians, some vain attempts at humor from the station staff, and my own decidedly mediocre effort as Master of Ceremonies. Few, if any, KSOR listeners remember this live broadcast concert. But I'll never forget it, because my future wife,

Marie, was in the audience that night, sitting in the center of the fourth row. It was our first date, and in retrospect I probably could have planned a better evening — like playing miniature golf in the rain.

Amid the station's accomplishments since 1969, of course, have been some decidedly lackluster moments. And I suppose that the most persistent complaint we've received over the years has been the quality of our student announcers. This is not entirely fair, though, because when our student announcers are good, they're very good. Many listeners don't realize that one of KSOR's missions is to train broadcasting students, and because of our limited facilities, our students must learn while they're on the air. And they make mistakes. Sometimes those mistakes are noticeable only to station staff. At other time . . . well, we've all heard our share of howlers.

One such mistake I'll never forget. One of our announcers had just read an underwriting announcement for a local business which was funding costs

for a network orchestra series. You are familiar with these announcements: "Funding for local broadcast of . . . is provided by . . ." But instead of turning up the orchestra broadcast, which was on tape, he mistakenly began airing the East Coast feed of *All Things Considered* just as someone on the program was saying ". . . and the thing about these guys is that they eat people for dinner." I was listening in the car, and I nearly drove off I-5 into a pear orchard.

It's important to remember, though, that our students and community volunteers are intensely dedicated and motivated and put in countless hours for little reward other than the joy of learning, and of bringing you public radio. We couldn't stay on the air without them.

As KSOR enters its third decade, we are no longer just one station. Most of our listeners now hear, or soon will hear, two different program services coming from our studios at SOSC. The opportunity this offers all of us is exciting. It promises more diversity, more choices, and better public radio. We have recently made a very significant addition to our programming by creating a local news operation (see Annie Hoy's article about news in this issue); and the ability to provide two separate program services is an even more significant change. Just as no one in 1969 could have foreseen what KSOR's programming is like in 1989, we cannot now predict what KSOR and its affiliated satellite stations' programming will be in 2009. But the possibilities are exhilarating.

No retrospective of our programming could be complete without acknowledging the wonderful and talented announcing and production staff (professionals and volunteers alike,) I've worked with since 1979. Their names would fill this entire issue of the *Guide*, but they have been the heart and soul of KSOR.



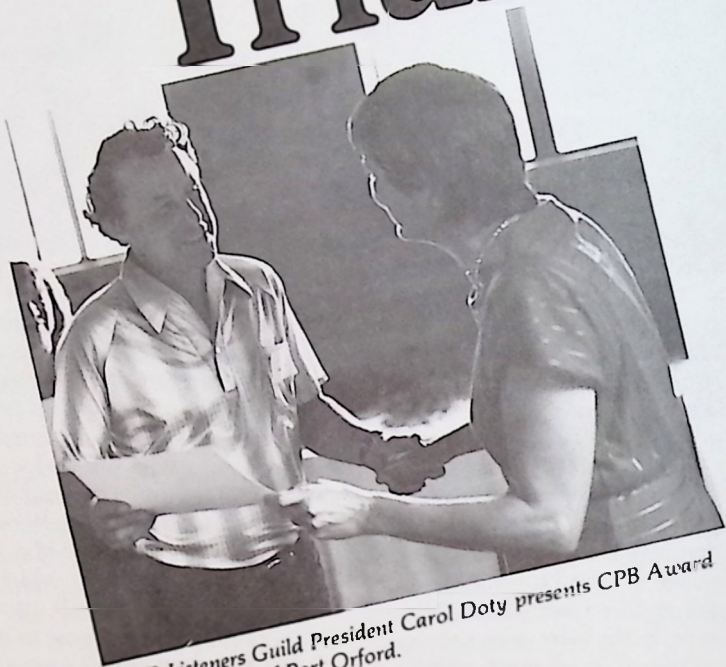
Dennis Sherwood hosts the Ashland City Band broadcast, 1981.

Even more important to the station's success, though, are our listeners. Public radio research experts would have me believe that public radio listeners are everywhere alike, but in my heart I know that isn't true. I don't know of many stations which have listeners who put bed springs in their roofs for antennas and listen to radios powered by car batteries, just so they can hear public radio. I don't know of many stations which have listeners who would walk two miles in the rain to a pay phone to make a pledge. But then I don't know of any other region in the country which has the unbeatable combination of a spectacularly beautiful environment, a vibrant cultural life, and a population which cares deeply about the quality of life in its various communities.

So as we celebrate twenty years of KSOR, we aren't just celebrating the accomplishments on our side of the microphone. We are celebrating yours, too.

John Baxter has served as Program Director of KSOR since 1979.

Grass Roots Triumph



KSOR Listeners Guild President Carol Doty presents CPB Award to Alan Mitchell of Port Orford.

The Corporation for Public Broadcasting presented a 1982 Local Radio Development Award for excellence in Fund Raising to the South Coast Chapter of the KSOR Listeners Guild for the efforts described in this article.

by Gina Ing

Port Orford. Population 1170. That's how the sign read. What the township sign didn't say, the headlines did. Unemployment of those 1170 was at 14.8% percent — double that of the nation. Port Orford was typical of the coastal towns in that respect. Lumber companies up and down the coast were closing or laying off employees. The economy of each community was in a mess because so many of the businesses were dependent on the ailing timber industry. Government jobs were also fewer because of budget cutbacks.

I swallowed hard a few times and asked the small Port Orford group to raise *only* \$1,500 to match federal funds for a translator to beam public radio KSOR to their small coastal town. That's more than a dollar for every soul in the town, I thought. I hastened to add that 28 miles away, Gold Beach (population 1765) had to raise \$2,000; and farther south, the Brookings (population 3370) goal would be \$2,500. That's how we had decided to split the \$6,000 needed to bring public radio to the three major populated communities of Curry County.

"Doesn't seem equitably split," they told me. But one thing was certain: they had waited a long time for public radio. Now it was time to go to work. Humbug Studio, a gift shop on the main street, owned by Alan Mitchell, was to become the focus of the fund raising campaign. And retired Eleanor Plamondon, just a few blocks away, would chair the small committee and keep its records on her Apple computer. Alice Pearson would donate use of the copier at her Battle Rock Motel. Charlie Quillan held the key to a Rotary Club presentation and would serve wine by the Pacific when fundraisers needed their souls refreshed. The planning began.

On to Gold Beach, where a small core of Rotary Club members convinced the group it should be the official fund raisers for their community. Western Bank president Marion Wilhite, school superintendent Edsel Colvin, Rod & Reel Restaurant owner Red Powers, and *Curry County Reporter* editor Bob Van Leer volunteered to organize the fund raising events.

In Brookings, where Julie Fitzgerald Ross wondered which would take place first, the birth of her first child or celebrations of a successful fund drive, she was to be assisted by retiree Joan Heavey, who longed to hear

public radio something like what she'd lived with in Canada.

Back north to Jack Brookings, president of Southwestern Oregon Community College. It is a more populous county, but one which was also in the process of voting for increased taxes for the college budget. How could Brookings ask for a property tax increase for his college, negotiate labor contracts with his classified staff and faculty, and at the same time ask those same people to make contributions to a public radio translator fund. The Coos Bay port was deserted. Even foreign markets weren't buying timber, so shipping had nearly stopped. But he was ready to mount the campaign.

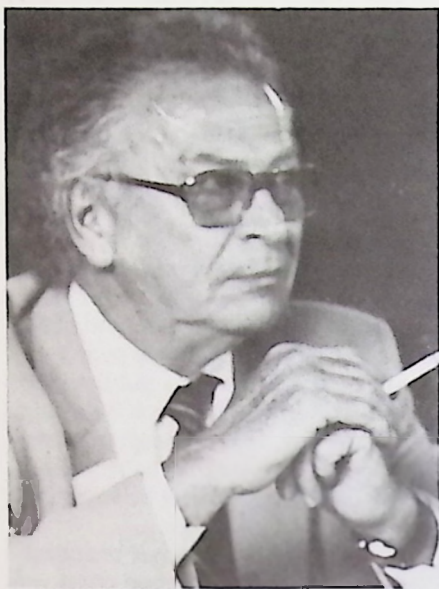
Just one trip down that beautiful 100-mile stretch of Oregon coast was all I needed to know what I must tell each group. "I can't raise a dime in your town, but you can do it. I'll give you materials about the station and help you with presentations . . ."

It had to be a home town, grass roots effort, I realized. And so in July 1981, it was born: *The South Coast Chapter of the KSOR Listeners Guild*.

And it thrived because of its people. "Where the West Begins" is the slogan on the Curry County information booklet. The attitudes of these Curry County people made me think it should read, "Where the *Spirit* of the West Begins!"

They took the pamphlets, the postcards, the sample program guides, and the gold-stamped certificates, and went looking for Charter Members. They wrote personal letters, made phone calls, and called for me to come and bring slide-show presentations for Chambers of Commerce meetings and Rotary clubs. They made presentations. The Soroptimists heard about KSOR, the Elks, the Newcomers, the Granges. Phone calls every few days brought news of a few more donations.

The Port Orford Christmas Bazaar has to do it, they decided, even



SWOCC President Jack Brookings coordinated the Coos County fundraising.

though unemployment now topped 20 percent. Alan Mitchell closed Humbug Studio for the day. Eleanor collected several hand-made items for a drawing: a baby quilt, scarf, wire sculpture, oil painting, plus a KSOR T-shirt. But the real clincher: each new member would leave the KSOR booth eating a slice of chocolate torte from Madelaine's Cafe! The Port Orford bazaar booth brought in about \$800 to top their goal by nearly \$200. Eighty folks had been part of the drive that totalled \$1,686.

In Brookings Julie Ross and Joan Heavey gave a "KSOR Sampler" party. Each room featured a type of KSOR program, with cassettes playing, posters displayed, and bread sticks shaped to read "KSOR." The high school Rainbow Girls raffled turkeys at Thanksgiving. An ad in the local paper thanked donors and invited more. It was clipped and sent with Elmer Rapraeger's personal plea to friends, adding several donations totaling \$400. Just days before the translator began broadcasting, Mr.

Rapraeger's obituary read, "The fund drive for KSOR radio was a more recent project . . ." The Chetco community foundation which started the fund with \$500, completed it with \$241. Still more donations brought the Brookings grand total to \$2,641. And Julie's baby, Adam, was six months old.

A Sunday afternoon winetasting in Gold Beach got the Rotary Club drive off to a rousing start. The wines and cheeses inspired donations of \$900. More came in from personal contacts, and soon the accounts read \$1,300. A chicken feed had to be cancelled. But the Gold Beach Rotarians were determined not to be the last on the coast to raise their goal. They called in the experts: elementary school students from Riley Creek School. They went out in force one Saturday with a determined message: for only \$2.50, you get a liter of Coke and KSOR! The group leader says the 35 students learned that the townspeople wanted both. They also learned there were homes which actually didn't have the two-fifty. What the heck, "You can have the Coke anyway." Their generosity paid off. They raised \$924.84, netting \$735.34. The Riley Creek School community project brought the translator fund over its goal, and a "Charter Membership" certificate to their school. The fund was at \$2,035.

In Coos County, Jack Brookings juggled his college budget, negotiations with his faculty and classified personnel, got the Fall Term underway, and rallied several local organizations to support the KSOR fund drive. But not in time for what he had promised: KSOR by Christmas. Undaunted by high interest rates, Brookings made his way to the bank and came away with a \$7,000 loan and a Christmas present — the bank donated an amount equal to the interest! With KSOR on the air by December 23, six community groups

(at their cost) readied their invitations for an early February winetasting. The town turned out to show its appreciation. The winetasting at the Thunderbird (with space, wines and cheeses donated) netted \$2,000 in three hours. Even though the official unemployment rate was at 22.5 percent, more donations came in the mail and the repayment fund reached \$3,000. Not one to quarrel with success, Jack Brookins got ready for another winetasting, this time at the Inn at Face Rock in Bandon.

And even though its public relations director, Doug Mahurin, lives in a spot where the terrain blocks KSOR's signal from his radio antenna, Weyerhaeuser made a \$3,500 grant to complete the Coos County fund drive.

Our engineer scrambled to keep up with them! The Coos Bay translator hummed along without problems. But in Port Orford, the KSOR signal interfered with TV soap operas. Off it went. An application to the FCC requested a frequency change. Finally, the authorization came through. A storm toppled the antenna. Strengthened, it went back up. And the Gold Beach translator waited months for resolutions to technical problems, but finally a determined group of people decided how they could be resolved. Even the FCC acted in favor of listeners with a quick authorization to turn on the signal.

The letters and calls came in every day from the coastal towns. "*All Things Considered* is a little Eastern-oriented, but we want it anyway. The classical music is a godsend. The jazz refreshing. Get rid of this. Get more of that . . ."

I fell in love with the coast and with the people who tirelessly raised money — more than they had to, more than they thought they could — in the face of the worst odds in years. Their efforts, their enthusiasm, their involvement of the retired, the elementary school students, the high

school students, community organizations. Even many unemployed often donated something. After all, as the Riley Creek School kids put it: "Coke goes better with KSOR."

In Klamath Falls, Ross Ragland started organizing efforts along with Robert Trotman. Later Mike Hines, Natalie Schultz, David Lee and Ann McGill played tapes of programming along with a slide show about KSOR. They distributed data at the County Fair, conducted "progressive dinners" all over town, and had concerts in the shopping malls. All the while, Robert Trotman and Mike Miller were writing grant applications. On September 22, 1982, their efforts paid off: the KSOR translator went on the air. A second one went on in the spring of 1983.

It wasn't time to rest, however. In December, 1982, John Patton and I headed our auto wheels south in the snow to Siskiyou County for a meeting in Dr. Jim Parker's office in Mt. Shasta, where Donna Holley saw that the translator effort moved along. David and Mary Scott put together an "old-fashioned" night at the movies in Weed. Everybody pitched in: Donna, the Scotts, Gene Moyer, Susan Raymond, Terry Thompson, and Michael Zanger put together a luau dinner-dance party in the Mt. Shasta City Park where the door prize was a trip to Hawaii! Alva Neuns wrote lots of letters. Bob Worsnop scouted mountain tops with John. And we all remember Bob Crabbe who gave us his support and places to put the two translators . . . as he did everything . . . quietly.

It took two years. But it happened. As it did in all the places, big and small. Local people in ten counties raised the funds to match federal grants to build 32 translators which today, along with the main transmitter, broadcasts the KSOR signal to 214 towns in southern Oregon and northern California.

KSOR Turns 20



by Annie Hoy

A dream, a little bit of equipment, a genuine curiosity about what's going on and a lot of hard work — that's what it takes to start a news department.

When I first arrived at KSOR in September of 1986, the staff took me to a small office down the hall which contained a desk, a chair and a telephone. "This is your newsroom," they said. In a month that tiny office was transformed into a production studio and my office as well as a newsroom. That space served as temporary quarters for the news operation until our permanent space was completed in July 1987. Now we have a production studio that is separate from the newsroom, and I have my own office space.

In the October 1986 *Guide*, KSOR Director of Broadcast Activities, Ron Kramer, said the station would just "will" the news department into existence, and that's just about how it happened. Using resurrected equipment and the never-ending enthusiasm of students and volunteers, the news department brought itself into being. Since then it has become a busy hub of activity at the station. Where there were no files, there is now a cabinet stuffed with background information. The once-empty Rolodex of important names and phone numbers is now overflowing with cards. People know we exist and are eager to talk to our reporters. They are also willing to levy criticism whether it's needed or not.

There are some pitfalls in this business of public radio news. Depending on non-paid labor makes for high turnover in the news staff. Summer is deadly slow. Fall term new students show up to be trained. Winter term they are just beginning to grasp the routine. Spring term the veterans graduate and leave, and the intermediates continue to improve. Then summer comes again. I have learned that during lulls in student help I must be able to do everything myself. Inevitably, once people are trained and working up to speed, they leave for one reason or another. But each year folks seem to stick around longer and longer.

News Turns 2



Joe Follansbee reads news on "The Jefferson Daily"

We can look back at our meager beginnings and see success. In our first year of operation, the *Jefferson Daily* received an honorable mention as Best News Program in the state. The News Department submits spot news and features to National Public Radio's news programs. Network bigwigs recognize the potential for entry-level employees for the public radio system. The Associated Press in both Oregon and California know they can count on us to cover stories in this neck of the woods. We have become a reliable source for news and information for our listeners. And we've only just begun.

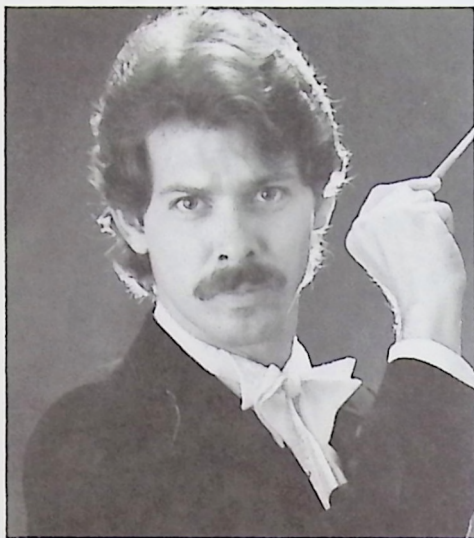
The future of the KSOR News Department is bright. As more people are trained, they can begin to take over some of what I do on a day-to-day basis so that I can get out into the communities we serve and develop a network of volunteer stringers. As I look into my crystal ball, I can see these stringers reporting the news from each of the ten counties in the listening area. They will need to be recruited, trained and gradually brought on line. Each one will be trained in news-writing and production so that the sound of the news will continue to be consistent. Each one will be the resident expert on what goes on in his or her county, giving the news a more local emphasis.

The ultimate purpose of this News Department is to prepare people for a paying job in this business. However, many folks come into the station for the simple love of radio news. That's how I got started, and I suspect there are many more closet newsoids waiting for the right time in their lives to volunteer.

Stay tuned and listen to us grow. As listeners you will hear the rough edges of a rookie news announcer dissolve into professional poise. You may even hear that some of our graduates are working at other public stations across the country. This mother bird takes great pleasure in pushing her babies out of the nest to try their own wings.

Annie Hoy has served as KSOR News Director since September of 1986.

PROGRAMS & SPECIALS AT A GLANCE



Arthur Shaw conducts the Rogue Valley Symphony
Sundays at 2:00 pm on KSOR.

KSOR Celebrates its 20th anniversary on May 21. Join us through a retrospective of the best of KSOR's first 20 years.

Joe Frank returns to KSOR at 9:00 pm, beginning May 6.

The Lyric Opera of Chicago performs on Saturdays at 10:30 am. May 6 with a performance of *La Traviata*.

Music of the Baroque is featured in its broadcast season with

Sunday	Monday	Tuesday	Wednesday
6:00 Weekend Edition	5:00 Morning Edition	5:00 Morning Edition	5:00 Morning Edition
8:00 Monitoradio	7:00 Ante Meridian	7:00 Ante Meridian	7:00 Ante Meridian
9:00 Micrologus	10:00 First Concert	10:00 First Concert	10:00 First Concert
9:30 St. Paul Sunday Morning	12:00 KSOR News	12:00 KSOR News	12:00 KSOR News
11:00 High Performance	2:00 Philadelphia Orchestra	2:00 St. Paul Chamber Orchestra	2:00 Los Angeles Philharmonic
12:00 Chicago Symphony	4:00 Fresh Air	4:00 Fresh Air	4:00 Fresh Air
2:00 Rogue Valley Symphony Orchestra	4:30 Jefferson Daily	4:30 Jefferson Daily	4:30 Jefferson Daily
4:00 New Dimensions	5:00 All Things Considered	5:00 All Things Considered	5:00 All Things Considered
5:00 All Things Considered	6:30 Siskiyou Music Hall	6:30 Siskiyou Music Hall	6:30 Siskiyou Music Hall
6:00 The Folk Show	9:00 New American Radio	9:00 Joe Frank	9:00 Vintage
8:00 Sing Out's Songbag	9:30 Saratoga Springs	10:00 Ask Dr. Science	9:30 A Murdock Quality Raffles (Beg. May 6)
9:00 Possible Musics including Music From Hearts of Space at 11 pm	10:00 Ask Dr. Science	10:02 Post Meridian (Jazz)	10:00 Ask Dr. Science
	10:02 Post Meridian (Jazz)		10:02 Jazz Album Preview
			10:45 Post Meridian (Jazz)

CELEBRATE



Marian McPartland

WITH US!

PULL OUT & SAVE

CELEBRATE 20 Y

- **YREKA, Friday and Saturday, May 12 & 13**

Shasta Starcraft and Siskiyou County Salute KSOR

Friday, May 12, 7:00 pm Public Champagne reception with KSOR staff.

Friday and Saturday, May 12 & 13, 8:00 pm, Mayfair: A Gala Entertainment Celebration. An evening of theatre, music and dance featuring some of Siskiyou County's superstars. Yreka Community Theatre.

Tickets: \$8.00 at Tyrer's Stationery, Yreka and Silver Threads, Mt. Shasta. For more information call (916) 938-3511.

- **COOS BAY, Saturday, May 13**

The Coos Chamber Orchestra and Coos Art Museum Salute KSOR

7:00 pm, Free public champagne reception with KSOR staff

8:00 pm, An evening with the Coos Chamber Orchestra and guest soloists, performing music by Telemann, Rameau, Debussy, Dvorak and Vivaldi. Coos Art Museum. The reception celebrates KSOR's 20th Anniversary.

Tickets to the concert: \$7.00 general, \$5.00 for OCMA members. Available at the door. For more information call 267-0938 or 267-3901.

- **ROSEBURG, Tuesday, May 16**

The Vintage Singers and the Umpqua Community College Music Department Salute KSOR's 20th Anniversary

7:00 pm, Free public reception with KSOR staff.

8:00 pm, A gala evening of pops and jazz with the Vintage Singers and multi-instrumentalist Arthur Barduhn. UCC Jacoby Auditorium

Tickets to concerts: \$6.00 general, \$4.00 student/senior. Available at Rickett's Music and the Roseburg Music Center. Information: 440-4600, ext. 693 or 691.

- **ASHLAND, Sunday May 21**

KSOR's Gala Birthday Celebration

3:00 - 5:00 pm, A free public reception and birthday party at the KSOR studios, with KSOR staff and visiting public radio personalities. Tour the studios and enjoy birthday cake! KSOR Studios, Central Hall, Southern Oregon State College.



- **Marian McPartland with Patti Moran McCoy**



6:30 pm Champagne Reception

8:00 pm Piano Jazz Concert

The first lady of jazz piano, Marian McPartland visits Ashland to celebrate 20 years of KSOR. The evening includes a unique Rogue Valley version of "Marian McPartland's Piano Jazz" when Marian is joined by the Rogue Valley's own Patti Moran McCoy. Ashland Hills Inn.

Tickets for the gala champagne reception and concert: \$20. Available at Home At Last Records in Ashland, On The Wall Gallery in Medford, and Progressive Audio in Medford and Grants Pass. Information: 482-6301 or 482-4034.

YEARS OF KSOR

• KLAMATH FALLS, Monday, May 22

Marian McPartland Duo

6:00 pm Champagne Reception, 7:30 pm Concert

Celebrate 20 years of KSOR and help dedicate satellite station KSKF-Klamath Falls, with the Marian McPartland Duo in this gala benefit concert co-sponsored by the Ross Ragland Theatre. Ross Ragland Theatre.

Tickets for the champagne reception and concert: \$20. Available at the Ross Ragland Theatre box office, or by calling 884-LIVE.

• MEDFORD, Tuesday, May 23

Sandy Owen and John Doan

Solo Acoustic Piano and Harp Guitar

8:00 pm, Celebrate KSOR's 20th birthday with an evening of music ranging from new age to folk to jazz to boogie woogie and beyond!

Sandy Owen's piano and John Doan's

exotic Harp Guitar have delighted "Ante Meridian" fans for years. Lynn Sjolund Auditorium, North Medford High School.

Tickets are \$7.50. Available at Home At Last Records in Ashland, On The Wall Gallery in Medford, and Progressive Audio in Medford and Grants Pass.

For more information, call 482-6301 or 482-4034.



• ASHLAND, Wednesday, May 24

Five Centuries of Music, featuring Sherry Kloss with Karl Mansfield; Joseph Thompson; and the Terra Nova Consort.

8:00 pm, An evening of music spanning the ages and the globe. Nationally-acclaimed violinist Sherry Kloss, long time assistant to Jascha Heifetz, will make a rare Rogue Valley concert appearance. Guitarist Joseph Thompson will perform music by Bach and Debussy, and traditional Irish music. The Terra Nova Consort will perform music dating back as far as the Aztecs. SOSC Music Recital Hall. Tickets: \$7.50 at Home At Last Records in Ashland, On The Wall Gallery in Medford and Grants Pass. For more information, call 482-6301 or 482-4034.



• BANDON, Saturday, May 27


Foxfire. Upbeat and Downhome Music Memorial Day Weekend in Bandon!

8:00 pm, One of the Northwest's hottest bluegrass and country bands opens its Northwest Summer Tour with this show. Spirituals, cowboy tunes, western swing, reggae, Irish and contemporary rock make Foxfire anything but typical. Harbor Hall.

Tickets: \$7.50. Available at Harbor Hall in Bandon, Off the Record in Coos Bay, and Coquille Valley Shoe Repair, Coquille. 482-4034 or 482-6301.



Celebration made possible in part by:

 **UNITED AIRLINES**



Foxfire

birthday Sunday,
about the day for a
— and worst —

KSOR Tuesdays at
2.

ago can be heard
KSOR, beginning
nce of Verdi's

Concert concludes
ni a performance

of the Mass in B Minor by J.S. Bach, Friday,
May 26 at 8:00 pm.

The Rogue Valley Symphony conducted
by Arthur Shaw can be heard in a five-part
series of broadcast concerts from its 1988-89
season, Sundays at 2:00 pm on KSOR,
beginning May 7.

The American Jazz Radio Festival presents a
special birthday tribute to **Duke Ellington**
Thursday, May 4 at 10:02 pm on KSOR,
with a repeat broadcast Sunday, May 7 at
2:00 pm on KSMF, KSBA and KSKF.

ay	Thursday	Friday	Saturday
dition	5:00 Morning Edition	5:00 Morning Edition	6:00 Weekend Edition
edian	7:00 Ante Meridian	7:00 Ante Meridian	8:00 Ante Meridian
ert	10:00 First Concert	10:00 First Concert	10:00 Jazz Revisited
ws	12:00 KSOR News	12:00 KSOR News	10:30 Lyric Opera of Chicago
es	2:00 Music From Europe	1:30 Music from Washington	2:00 San Francisco Symphony
mic	4:00 Fresh Air	3:30 Marian McPartland's Piano Jazz	4:00 Studs Terkel
Daily	4:30 Jefferson Daily	4:30 Jefferson Daily	5:00 All Things Considered
od	5:00 All Things Considered	5:00 All Things Considered	6:00 Mountain Stage
ll	6:30 Siskiyou Music Hall	6:30 Siskiyou Music Hall	8:00 A Prairie Home Companion
adio	9:00 Le Show	8:00 Music of the Baroque	10:00 The Blues
rof	10:00 Ask Dr. Science	10:00 Ask Dr. Science	
y 10)	10:02 American Jazz Radio Festival	10:02 AfroPop	
ience	12:00 Post Meridian (Jazz)	11:00 World Beat	
m			
edian			

Sunday

* by date denotes composer's birthdate

6:00 am Weekend Edition

National Public Radio's weekend news magazine with host Susan Stamberg. Includes:

7:37 am Star Date

Local broadcast funded by *Doctors of Optometry Douglas Smith and Richard Nelson; the Allen Johnson family; the Northwest Nature Shop of Ashland; and by Burch and Burnett of Coquille.*

8:00 am Monitoradio

The weekend edition of the award-winning news magazine produced by the staff of the Christian Science Monitor.

May 21 KSOR Turns Twenty!

Help us celebrate by visiting KSOR's studios today. But if you can't make it, tune in throughout the day today for brief excerpts from the best — and worst — from KSOR's first 20 years.

9:00 am Micrologus

Music from medieval, renaissance and early baroque periods hosted by Ross Duffin.

KSMF 89.1 / Rogue Valley

KSBA 88.5 / Coos Bay

KSKF 90.9 / Klamath Falls

9:00 am - 2:00 pm **Jazz Sunday** The best in contemporary jazz from the station library.

2:00 pm **American Jazz Radio Festival A** repeat of the Thursday KSOR broadcast.

9:30 am St. Paul Sunday Morning

Local funding by Dr. Joel Tobias, Medford Thoracic Associates in Medford.

May 7 The Kalichstein/Laredo/Robinson Trio performs the Trio for Violin, Cello and Piano by Ellen Zwilich; the Trio No. 25 in C by Haydn; and the Trio in e minor by Shostakovich.



NEW AGE
MUSIC,
CD'S & TAPES

BOOKS
Eastern & Western
Disciplines
VISIONARY ART & JEWELRY

199 East Main • Ashland, OR 97520
Phone (503) 482-3633

May 14 The Dale Warland Singers perform music by Bach, Brahms, Randall Thompson and others.

May 21 Cellist Anner Bylsma joins the Smithsonian Chamber Players in a program of chamber music by Boccherini.

May 28 Violinist Cho-Liang Lin and pianist Yefim Bronfman perform music by Schubert and Prokofiev.

11:00 am High Performance

An exploration of the diverse art of musical performance hosted by Andre Previn.

May 7 The Stuttgart Wind Quintet is joined by pianist Dennis Russell Davies in works by Ligeti, Poulenc, Bolcom and Thuille.

May 14 Pianist Alicia de Larrocha performs music by Mendelssohn and Albeniz.

May 21 Violinist Joseph Swenson and pianist Jeffrey Kahane perform two sonatas by Schubert.

May 28 Andre Previn conducts the Los Angeles Philharmonic in *Don Quixote* by Richard Strauss.

12:00 n Chicago Symphony Orchestra

This great American orchestra is conducted by Sir Georg Solti.

May 7 Sir Georg Solti conducts the Concerto for Two Violins in a minor, Op. 3 No. 8 by Vivaldi, with soloists David Taylor and Ella Braker; *Ciranda das sete notas* by Villa-Lobos; the Sinfonia Concertante in B-flat by Haydn; and the Symphony No. 6 in F, Op. 68 ("Pastorale") by Beethoven.

May 14 Daniel Barenboim conducts the *Wesendonk Lieder* by Wagner, with mezzo-soprano Hitomi Katagiri; and the Symphony No. 9 in d minor by Bruckner.

May 21 Christopher Keene conducts the Symphony No. 64 in A by Haydn; the Chamber Symphony in A by Franz Schreker; the Symphony No. 10 by Cowell; and *Le boeuf sur le toit* by Milhaud.

May 28 Claudio Abbado conducts *Romeo and Juliet* Fantasy Overture by Tchaikovsky; the American Premiere of *Dammerung* by Rihm; and the Piano Concerto No. 5 in E-flat, Op. 73 ("Emperor") by Beethoven, with soloist Maurizio Pollini.

2:00 pm The Rogue Valley Symphony

Music Director and Conductor Arthur Shaw leads the RVSO in this five-part series of concerts recorded during the symphony's 1988-89 season.

May 7 Arthur Shaw conducts the Festival Overture by Shostakovich; the Variations on a Rococo Theme for Cello and Orchestra by

Tchaikovsky, with soloist Collin Carr; and the Symphony No. 2 in b minor by Borodin.

May 14 Arthur Shaw conducts the Overture to *Iphigenia in Aulis* by Gluck, the Violin Concerto No. 3 in b minor by Saint-Saens, with soloist Ali Forough; and *Quiet City* and *El Salon Mexico* both by Aaron Copland.

May 21 Arthur Shaw conducts the Symphony No. 39 in E-flat, K. 543 by Mozart, and two works by Rachmaninov: *Vocalise*, and the Piano Concerto No. 2 in c minor, with Anne Taffel, soloist.

May 28 Arthur Shaw conducts the *Coriolanus* Overture by Beethoven; the Concerto for Percussion and Orchestra by Milhaud; and the Symphony No. 2 in D by Sibelius.

4:00 pm New Dimonsions

New Dimensions features interviews with leading figures in philosophy, literature, psychology, health, politics and religion.

Program acquisition funded by Soundpeace of Ashland. Local transmission funded by grants from Dr. John Hurd of the Family Chiropractic Center, Klamath Falls; Richard Wagner, and Joyce Ward, Architects, Ashland; and The Websters, Spinners and Weavers of Guanajuato Way, Ashland.

May 7 The American Dream: Situation Fluid, with Studs Terkel. Writer, social commentator and radio personality Studs Terkel gives us a fresh look at the American dream through his book, *The Great Divide: Second Thoughts on the American Dream*. (Studs can also be heard every Saturday at 4:00 pm on *The Studs Terkel Almanac*).

May 14 Personal and Global Dreambody, with Arnold Mindell. Jungian psychotherapist Mindell talks about his travels in Africa and the relationship of shamanic work to the "dreambody process."

May 21 Earth Tales, with Joseph Meeker. Speaking with a deep understanding of nature, Meeker reminds us of our place in the scheme of things.

May 28 The New Culture: How We're Changing, with Charles Johnston, M.D. According to Johnston, the times in which we live are changing in significant ways, comparable to the birth of the Age of Reason in the 17th century.

5:00 pm All Things Considered

The weekend edition of National Public Radio's award-winning nightly news magazine.

6:00 pm Star Date

Local broadcast funded by Doctors of Optometry Douglas Smith and Richard Nelson, the Allen Johnson family, the Northwest Nature Shop, and Burch and Burnett of Coquille.

6:02 pm The Folk Show

Nancy Spencer presents a wide variety of folk music, including occasional performances by local musicians, live broadcast recordings, and more.

Partial funding by Gallery Obscura, Ashland.

8:00 pm Sing Out's Songbag

This program brings you a weekly topical mix of different styles of folk music. Produced and hosted by Bill Munger.

Local funding provided by Patricia Seiler and Philip Stutenberg, Attorney at Law, Klamath Falls.

9:00 pm Possible Musics

New Age music from all over the world. The program also includes:

11:00 pm Music From The Hearts of Space

Local funding by Gallery Obscura, Ashland. Additional funding for Possible Musics by The Mirdad Center, Grants Pass.

2:00 am Sign-Off

Britt Shakespeare River rafting Chata

Experience all the pleasures of the Rogue Valley this summer. See for yourself why so many visitors have made a visit to Chata a tradition. The Patio is open for cocktails, Continental dining, snacks and Chicago style stuffed pizza. No charge for sunsets!

Open 5 PM Daily
1212 S. Pacific Hwy.
Talent, Oregon
535-2575



Monday

* by date denotes composer's birthdate

5:00 am Morning Edition

This award-winning news magazine is a lively blend of news, features and commentary on national and world affairs. Includes:

6:50 am Local and regional news

6:57 am Russell Sadler's Oregon Outlook
Local funding provided in part by The Mail Tribune and by Peter Sage of Shearson, Lehman, Hutton of Medford

KSMF 89.1 / Rogue Valley

KSBA 88.5 / Coos Bay

KSKF 90.9 / Klamath Falls

Morning Edition continues until 9:00 am

Local funding for 7:00-7:30. KSMF, provided by Joseph Winans Furniture, Medford.

Local funding for 7:30-8:00. KSMF provided by Perl Funeral Home and Siskiyou Memorial Park, Medford.

7:00 am Ante Meridian

Keith Henty brings you classical music and jazz, and the KSOR News Department presents the latest local and regional news at 7:30, 8:30, 9:00 and 9:30 am. Also:

7:37 am Star Date

Local funds by Doctors of Optometry Douglas G. Smith and Richard Nelson; the Allen Johnson Family; the Northwest Nature Shop of Ashland; and Burch and Burnett of Coquille

8:37 am Ask Dr. Science

Local funds by the Gateways Program of Douglas Community Hospital, Roseburg.

9:57 am Calendar of the Arts

10:00 am - 2:00 pm First Concert

Your host is Pat Daly.

May 1 VIEUXTEMPS: Violin Concerto No. 4

May 8 SAINT-SAENS: Piano Concerto No. 2

May 15 BRAHMS: Piano Concerto No. 2

May 22 RAVEL: String Quartet

May 29 MAHLER: Symphony No. 1

12:00 n KSOR News

Latest headlines, plus the weather forecast and the Calendar of the Arts.

2:00 pm The Philadelphia Orchestra

Music Director Riccardo Muti and a host of distinguished guest conductors lead this concert series.

May 1 Riccardo Muti conducts the Violin Concerto No. 1 in a minor, Op. 99 by Shostakovich, with soloist Viktoria Mullova; and *Alexander Nevsky* by Prokofiev, with mezzo-soprano Alexandrina Milcheva and the Choral

Arts Society of Philadelphia.

May 8 Erich Leinsdorf conducts the Overture to *Oberon* by Weber, and the Symphony No. 5 by Mahler.

May 15 Witold Rowicki conducts the *Scythian Suite*, Op. 20 by Prokofiev; the Bassoon Concerto by Spisak, with soloist Bernard Garfield; and *Scheherazade* by Rimsky-Korsakov.

May 22 Riccardo Muti conducts the Overture to *Nabucco* by Verdi; the Concerto in C for Flute and Harp, K. 299 by Mozart, with flutist James Galway and harpist Marilyn Costello; the Concerto for Two Flutes by Cimarosa, with soloists James Galway and Murray Panitz; and the Symphony No. 9 in C, D. 944 ("Great") by Schubert.

May 29 Klaus Tennstedt conducts the Hungarian Peasant Songs by Bartok; the *Hary Janos Suite* by Kodaly; and the Symphony No. 8 in G, Op. 88 by Dvorak.

4:30 pm Fresh Air

Host Terry Gross interviews leading figures in politics, entertainment, letters and the arts.

4:30 pm The Jefferson Daily

KSOR's weekday report on events in southern Oregon and northern California. News, weather, and features, including Russell Sadler's Oregon Outlook. Produced by the KSOR News staff and hosted by News Director Annie Hoy.

KSMF 89.1 / Rogue Valley

KSBA 88.5 / Coos Bay

KSKF 90.9 / Klamath Falls

4:30 pm Fresh Air

Interviews, reviews and news headlines, hosted by Terry Gross.

Funding on KSMF by the Central Valley Times, Grants Pass.

5:00 pm All Things Considered

Robert Siegel and Rene Montagne host this award-winning news magazine.

Local funds by John G. Apostol, M.D., Medford; Drs. Johnson, Nitzberg, Morris and Collins of Southern Oregon Family Practice Group, Ashland; Earl H. Parrish, M.D., Medford; Computerland of Medford; and Hardin Optical of Bandon.

KSMF 89.1 / Rogue Valley

KSBA 88.5 / Coos Bay

KSKF 90.9 / Klamath Falls

6:30 pm The Jefferson Daily

A repeat of the 4:30 broadcast on KSOR.

6:30 pm Star Date

Local funding provided by Doctors of Optometry Douglas G. Smith and Richard Nelson;

the Allen Johnson family, the Northwest Nature Shop of Ashland; and Burch and Burnett of Coquille.

6:32 pm Siskiyou Music Hall

Your host is Thomas Ormsby.

May 1 BACH: Violin Concerto No. 2

May 8 RODRIGO: *Concierto serenata*

May 15 GRIEG: Violin Sonata No. 2

May 22 JANACEK: *Taras Bulba*

May 29 ELGAR: *Enigma Variations*

KSMF 89.1 / Rogue Valley

KSBA 88.5 / Coos Bay

KSKF 90.9 / Klamath Falls

9:00 pm Siskiyou Music Hall

continues with classical music until 2:00 am

9:00 pm New American Radio

This series is devoted to works of radio art by both established artists and young artists working in radio for the first time.

May 1 *Shoot the Moving Things* by performance artist Rinde Eckert. The story of an early morning hunting trip told by the artist, using electronic voice manipulations and evocative sound.

May 8 *The Pleasure of Ruins* and other short works by Gregory Whitehead. *The Pleasure of Ruins* begins with a haunting new-age style incantation of obliterated civilizations.

May 15 *Sic Transit Gloria Bossie* Ev Grimes takes on the cow fad that has swept her native Vermont.

May 22 *Viscera* by sound artist Susan Stone. A portrait of passion between two people.

May 29 *Audiographs — Sounds from the Tenderloin* by Earwax Productions. Condensed and dramatized portraits of people living in the streets of San Francisco.

9:30 pm Saratoga Springs

This series from ZBS Media, who brought you "Ruby," and "Dreams of Rio," introduces you to the cast of eccentrics who live in this famous town.

May 1 *Crystal Clear* New Age Nancy helps fortune teller Gypsy Markoff see the future, and it ain't plastics.

May 8 *Those That Owe* Things grow more ominous for Pipes as his debt to Blue Jaw comes due.

May 15 *Sham 'n Eggs* Gypsy convinces New Age Nancy to go into business for herself, but building a cult following puts a strain on Nancy's home life with Pipes and Rocky.

May 22 *Out on a Limb* Waspy Charmichael, now living in a tree and wearing bark, wins Ranger Wanda's heart.

May 29 *Stuffed* With his debt to Blue Jaw still looming, Pipes realizes he's got a weasel on his back.

10:00 pm Ask Dr. Science

Craziness from the Duck's Breath Mystery Theatre.

Local funding provided by the Gateways Program of Douglas Community Hospital in Roseburg.

10:02 pm Post Meridian

Great jazz for the late night. Call in your requests!

2:00 am Sign-Off



Shelly Forest
**HAIR
DESIGNER
482-8564**



**BREAKFAST
LUNCH
DINNER**

Open Everyday!

**FOOD TO GO • CATERING
PICNICS • BOXED LUNCHES
CREEKVIEW SEATING**

ON THE PLAZA!

49 N. Main St. 482-2808

Tuesday

* by date denotes composer's birthdate

5:00 am Morning Edition

6:50 am Regional News

6:57 am Russell Sadler's Oregon Outlook

KSMF 89.1 / Rogue Valley

KSBA 88.5 / Coos Bay

KSKF 90.9 / Klamath Falls

Morning Edition continues until 9:00 am

7:00 am Ante Meridian

Regional News: 7:30, 8:30, 9:00 and 9:30 am, plus

7:37 am Star Date

8:37 am Ask Dr. Science

9:57 am Calendar of the Arts

10:00 am - 2:00 pm First Concert

May 2 C. P. E. BACH: Organ Concerto in G

May 9 BRITTEN: String Quartet No. 1

May 16 MOZART: Clarinet Quintet

May 23 VAUGHAN WILLIAMS: A London Symphony

May 30 BACH: English Suite No. 5

12:00 n KSOR News

Headlines, weather forecast and the Calendar of the Arts.

2:00 pm The St. Paul Chamber Orchestra

Now in its 20th season, the St. Paul Chamber Orchestra is under the joint direction of Christopher Hogwood, John Adams, and Hugh Wolff.

May 2 Christopher Keene conducts *At First Light* by George Benjamin; the Piano Concerto No. 24 in c minor, K. 491 by Mozart, with soloist Jeffrey Kahane; the Overture to *La Cenerentola* by Rossini; and the Sinfonietta by Poulenc.

May 9 Sylvain Cambreling conducts the Octet by Stravinsky; the Oboe Concerto by Elliott Carter, with soloist Heinz Holliger; the Adagio and Theme with Variations for Oboe and Orchestra by Hummel, with Holliger as soloist; and the Serenade No. 4 in D, K. 189a by Mozart.

May 16 Jean-Pierre Rampal, flutist and conductor, is joined by oboist Kathryn Greenbank, bassoonist Charles Ullery, and Herbert Winslow, horn, in an all-Mozart program including the Overture to *La Clemenza di Tito*, the Sinfonia Concertante in E-flat, the Flute Concerto No. 2, and the Symphony No. 39.

May 23 John Adams conducts the Concerto for Harpsichord and String Orchestra by Henryk Gorecki; *Music for Twelve* by Leon Kirchner; the Premiere of *Waves* by Fred Lerdahl; *Fog tropes* by Ingram Marshall; and *Elegaic Songs* for Mezzo-Soprano and Chamber Orchestra by John Harbison.

May 30 Christopher Hogwood conducts the String Symphony No. 9 in c minor by Mendelssohn; the Violin Concerto, Op. 14 by Samuel Barber, with soloist Nadja Salerno-Sonnenberg; and the Serenade No. 1 in D, Op. 11 by Brahms.

4:00 pm Fresh Air

Award-winning interviewer Terry Gross talks to leading figures in politics, entertainment, and the arts.

KSMF 89.1 / Rogue Valley

KSBA 88.5 / Coos Bay

KSKF 90.9 / Klamath Falls

4:30 pm Fresh Air continues until 5:00 pm

4:30 pm The Jefferson Daily

KSOR's weekday report on events in southern Oregon and northern California. Hosted by KSOR News Director Annie Hoy.

5:00 pm All Things Considered

Local funds by John G. Apostol, M.D., Medford; Drs. Johnson, Nitzberg, Morris and Collins, Southern Oregon Family Practice Group, Ashland; Earl H. Parrish, M.D., Medford; Computerland of Medford; and Hardin Optical of Bandon.

Building Strong Relationships for 55 Years

EVERGREEN FEDERAL

Call 1-800-422-0116



KSMF 89.1 / Rogue Valley
KSBA 88.5 / Coos Bay
KSKF 90.9 / Klamath Falls
6:30 pm The Jefferson Daily

A repeat of the 4:30 broadcast on KSOR.

6:30 pm Star Date

Local funding by Doctors of Optometry Douglas G. Smith and Richard Nelson; the Allen Johnson family; the Northwest Nature Shop of Ashland; and Burch and Burnett of Coquille.

6:32 pm Siskiyou Music Hall

May 2 BARTOK: String Quartet No. 4

***May 9** PALESTRINA: Missa Papae Marcelli

May 16 PROKOFIEV: Lt. Kije Suite

May 23 SCHUBERT: Symphony No. 8 ("Unfinished")

May 30 RIMSKY-KORSAKOV: Scheherazade

KSMF 89.1 / Rogue Valley
KSBA 88.5 / Coos Bay
KSKF 90.9 / Klamath Falls
9:00 pm Siskiyou Music Hall

continues with classical music until 2:00 am

9:00 pm Joe Frank

Mr. Frank returns with more of his surreal works for radio.

May 2 Pretender The unsatisfying and tawdry love affairs of a high school history teacher are juxtaposed with his lectures about the Duke of Monmouth.

May 9 When She's Asleep, She Looks Like an Angel Stories of alienation and betrayal are interwoven with expressions of love for a daughter.

May 16 To the Bar Life The life story of an alcoholic who lives on the streets of Venice, California.

May 23 The Street Authentic voices of street people and bar flies presented in a compelling montage with music.

May 30 Building a Church The history of religious architecture is discussed as Joe Frank builds a church.

10:00 pm Ask Dr. Science

Produced by the Duck's Breath Mystery Theatre.

Local funding by the Gateways Program of Douglas Community Hospital, Roseburg.

10:02 pm Post Meridian

All kinds of jazz.

2:00 am Sign-Off

How Did You Get This Guide?

You can have the KSOR GUIDE sent directly to your home or business every month. Subscribe and become a member of the KSOR Listeners Guild. Your membership provides you an effective channel for input on KSOR's programming, policy, etc. It also guarantees you voting privileges on important station matters, preferred ticket prices at special events — and of course, your own subscription to the **KSOR GUIDE**.

Send your contribution now!

- ☐ Guild Associate/year \$500
- ☐ Composer/year \$240
- ☐ Conductor/year \$120
- ☐ Soloist/year \$60
- ☐ Concertmaster/year \$50
- ☐ Principal/year \$40
- ☐ Regular membership/year \$30
- ☐ Student/Senior/year \$25

Name

Address

Phone

☐ My check is enclosed

I wish to use ☐ MasterCard ☐ VISA

Card No.

Expires

Make checks payable to:
KSOR Listeners Guild
1250 Siskiyou Blvd.
Ashland, OR 97520

Wednesday

* by date denotes composer's birthdate

- 5:00 am Morning Edition
6:50 am Regional News
6:57 am Russell Sadler's Oregon Outlook

KSMF 89.1 / Rogue Valley
KSBA 88.5 / Coos Bay
KSKF 90.9 / Klamath Falls

Morning Edition continues until 9:00 am

7:00 am Ante Meridian

Classical music and jazz, and KSOR's News staff presents the latest local and regional news at 7:30, 8:30, 9:00 and 9:30 am. Plus:

- 7:37 am Star Date
8:37 am Ask Dr. Science
9:57 am Calendar of the Arts

10:00 am First Concert

- May 3 BEETHOVEN: Sonata No. 15 in D
May 10 DVORAK: Cello Concerto
May 17 DEBUSSY: Images No. 2
May 24 MOZART: Bassoon Concerto
May 31 CHOPIN: Piano Concerto No. 1

EURAILPASS

****Free Consulting
with Each Pass****

A well planned trip
saves you time and money.
We give you a free
consultation session
with each pass.

Exclusively at:



Explorer Travel Service

521 E. Main • Ashland
(503) 488-0333

12:00 n News

Headlines, weather and the Calendar of the Arts.

2:00 pm The Los Angeles Philharmonic

Broadcast concerts under the Direction of Andre Previn.

May 3 Kurt Sanderling conducts the Symphony No. 4 in d minor, Op. 120 by Schumann, and the Symphony No. 4 in f minor, Op. 36 by Tchaikovsky.

May 10 Zubin Mehta conducts *A Haunted Landscape* by George Crumb, and the Symphony No. 2 ("Resurrection") by Mahler, with soprano Dawn Upshaw, mezzo-soprano Florence Quivar, and the Los Angeles Master Choral.

May 17 Andre Previn conducts the *Fidelio* Overture, Op. 72 by Beethoven; the Piano Concerto No. 2 in B-flat, Op. 19 by Beethoven, with soloist Alicia de Larrocha; and the Symphony No. 6 in b minor, Op. 74 ("Pathetique") by Tchaikovsky.

May 24 David Alan Miller conducts the premiere of an as yet untitled work by Lentz; the Piano Concerto No. 3 by Bartok, with soloist Stephen Hough, and the Symphony No. 1 in C, Op. 21 by Beethoven.

May 31 Andre Previn conducts *Prelude to the Afternoon of a Faun* by Debussy; the Concerto for Orchestra by Stucky; and the Piano Concerto No. 2 in B-flat, Op. 83 by Brahms, with soloist Horacio Gutierrez.

4:00 pm Fresh Air

Host Terry Gross talks with leading figures in politics, literature, entertainment and the arts.

KSMF 89.1 / Rogue Valley
KSBA 88.5 / Coos Bay
KSKF 90.9 / Klamath Falls

4:30 pm Fresh Air continues until 5:00 pm

4:30 pm The Jefferson Daily

KSOR's weekday report on events in southern Oregon and northern California. News, weather, and features. Hosted by KSOR News Director Annie Hoy.

5:00 pm All Things Considered

Local funds by John G. Apostol, M.D., Medford; Drs. Johnson, Nitzberg, Morris and Collins, Southern Oregon Family Practice Group, Ashland; Earl H. Parrish, M.D., Medford; Computerland of Medford; and Hardin Optical of Bandon.

KSMF 89.1 / Rogue Valley
KSBA 88.5 / Coos Bay
KSKF 90.9 / Klamath Falls
6:30 pm The Jefferson Daily
A repeat of the 4:30 broadcast on KSOR

6:30 pm Star Date

Local funding by Doctors of Optometry Douglas Smith and Richard Nelson; the Allen Johnson family; the Northwest Nature Shop of Ashland; and Burch and Burnett of Coquille.

6:32 pm Siskiyou Music Hall

- May 3** MOZART: Piano Concerto No. 23 in A
- May 10** RACHMANINOV: Symphonic Dances
- May 17** ELGAR: Cello Concerto
- May 24** PROKOFIEV: Piano Concerto No. 3
- May 31** HONEGGER: Concerto da Camera

KSMF 89.1 / Rogue Valley
KSBA 88.5 / Coos Bay
KSKF 90.9 / Klamath Falls
9:00 pm Siskiyou Music Hall
continues with classical music until 2:00 am

9:00 am Vintage Radio

Highlights of the best — and worst — of drama and entertainment in radio's "Golden Age." Your host is Stu Burgess.

Local broadcast funded by Arnold David Breyer, Attorney at Law, Mt. Shasta.

In May we present "A Tribute to Vic and Sade. Radio's homefolks . . . in the little house halfway up in the next block."

9:30 pm A Murder of Quality

From the BBC, a production of John de Carre's mystery. George Smiley, recently retired from "The Circus," investigates a murder at a famous English boarding school.

May 3 Before she was murdered, Stella Rode wrote a letter accusing her husband of plotting her murder. Now she has disappeared. (This concludes the series.)

9:30 pm Raffles
Beginning May 10

Set in the same period and written in much the same vein as Sherlock Holmes, *Raffles* chronicles the adventures of a hero on the wrong side of the law. Produced by the BBC.

May 10 *The Ides of March* Bunny Manders is desperately in need of some ready cash to repay a gambling debt.

May 17 *Gentleman and Players* Raffles and Bunny take cricketing weeks at country estates. and Raffles takes a professional interest in his fellow guests' portable property.

May 24 *A Willful Murder, or the Return Match* Such is the nature of Raffles' professional life that he is often required to work at night. But Raffles' evening plans can also include murder.

May 31 *The Chest of Silver* With Inspector MacKenzie's suspicions about Raffles' professional life growing, A.J. decides it is time to pay a visit to Scotland.

10:00 pm Ask Dr. Science

Zaniness from the Duck's Breath Mystery Theatre.

Local funding by the Gateways Program of Douglas Community Hospital in Roseburg.

10:02 pm Jazz Album Preview

A weekly look at the newest and the best in jazz.

10:45 pm Post Meridian

More jazz for the night time.

2:00 pm Sign-Off

Introduce A Friend To KSOR!

**Send a free copy of
the KSOR Guide to:**

Name _____

Address _____

City _____

State, Zip _____

Day Phone _____

Please return this to KSOR, Gina Ing,
 Director of Resource Development,
 1250 Siskiyou, Ashland, OR 97520

Thursday

* by date denotes composer's birthdate

5:00 am Morning Edition
6:50 am Regional News
6:57 am Russell Sadler

KSMF 89.1 / Rogue Valley
KSBA 88.5 / Coos Bay
KSKF 90.9 / Klamath Falls
Morning Edition continues until 9:00 am

7:00 am Ante Meridian

Classical music and jazz, and the KSOR News staff presents the latest local and regional news at 7:30, 8:30, 9:00 and 9:30 am. Plus:

7:37 am Star Date
8:37 am Ask Dr. Science
9:57 am Calendar of the Arts

10:00 am - 2:00 pm First Concert

May 4 BIZET-SHCHEDRIN: *Carmen*
Ballet

May 11 SCHUBERT: Quintet in C

Sore About Your Back?

Truth is, a sore back means your body is talking to you. It may be telling you your spine is hurt. And that if you don't talk back the problem might get worse.

Chiropractic takes away pain. And adds to the quality of life. It gets you back to doing things, by restoring freedom of movement and teaching you to use your body properly. And it helps prevent degenerative problems, to boost your long-term health.

Bring us your body today. And let it hear some real backtalk!

Dr. Jeri Anderson

Anderson Chiropractic

290 N. Main St., Suite 3
Ashland, OR 97520
503 488-0910

We talk back.

May 18 SCHUMANN: *Davidsbundlertanze*

May 25 LISZT: Piano Sonata

12:00 n KSOR News

Headlines, weather and the Calendar of the Arts

2:00 pm Music from Europe

A series of performances by great European orchestras.

May 4 This edition includes the String Quartet No. 2 by Ives; the Divertimento in D, K. 136 by Mozart; the Chamber Symphony in E, Op. 9 by Schoenberg; the Overture to *Oberon* by Weber; and the Symphony No. 1 in c minor, Op. 68 by Brahms.

May 11 Mozart's Overture to *The Magic Flute* leads off a program which includes Haydn's Piano Concerto in D; the Viola Concerto by Sir William Walton; *Four Sea Interludes* from *Peter Grimes* by Benjamin Britten; and the Symphony No. 2 in D, Op. 73 by Brahms.

May 18 The Berlin Philharmonic, conducted by Gerd Albrecht, Claudio Abbado, and Vladimir Ashkenazy performs the *Egmont* Overture by Beethoven; *Don Juan* by Richard Strauss; the Violin Concerto No. 1 in g minor, Op. 26 by Bruch; and the *Manfred* Symphony, Op. 58 by Tchaikovsky.

May 25 This week we hear the Concerto in D for Horn, Strings and Continuo by Karl Heinrich Graun; the Symphony in F, K. 138 by Mozart; the Symphony No. 5 in B-flat, D. 485 by Schubert; the Violin Concerto in a minor, Op. 82 by Glazunov; and *Der Burger als Edelmann* by Richard Strauss.

4:00 pm Fresh Air

Host Terry Gross welcomes leading figures in the arts, literature, politics and entertainment.

KSMF 89.1 / Rogue Valley
KSBA 88.5 / Coos Bay
KSKF 90.9 / Klamath Falls

4:30 pm Fresh Air continues until 5:00 pm

4:30 pm The Jefferson Daily

KSOR's weekday report on events in southern Oregon and northern California, hosted by KSOR News Director Annie Hoy. News, weather, and features, including Russell Sadler's Oregon Outlook.

5:00 pm All Things Considered

Local funds by John G. Apostol, M.D., Medford; Drs. Johnson, Nitzberg, Morris and Collins, Southern Oregon Family Practice Group, Ashland; Earl H. Parrish, M.D., Medford; Computerland of Medford; and Hardin Optical of Bandon.

KSMF 89.1 / Rogue Valley
 KSBA 88.5 / Coos Bay
 KSKF 90.9 / Klamath Falls
 6:30 pm The Jefferson Daily
 A Repeat of the 4:30 broadcast on KSOR

6:30 pm Star Date

Local funding by Doctors of Optometry Douglas G. Smith and Richard Nelson; the Allen Johnson family; the Northwest Nature Shop of Ashland; and by Burch and Burnett of Coquille.

6:32 pm Siskiyou Music Hall

- May 4** HANSON: Symphony No. 2
 ("Romantic")
- May 11** HAYDN: Sonata in c minor
- May 18** SHOSTAKOVICH: String Quartet
 No. 8
- May 25** DVORAK: Serenade for Strings

KSMF 89.1 / Rogue Valley
 KSBA 88.5 / Coos Bay
 KSKF 90.9 / Klamath Falls

9:00 pm Siskiyou Music Hall
 continues with classical music until 2:00 am

9:00 pm Le Show

Harry Shearer's outrageous weekly comedy program from KCRW in Santa Monica. Shearer mixes music with comedy and satire.

10:00 pm Ask Dr. Science

Late night nuttiness.

Local funding by the Gateways Program of Douglas Community Hospital, Roseburg.

10:02 pm American Jazz Radio Festival

A weekly series of jazz in performance, produced by NPR. (This program is repeated Sundays at 2:00pm on KSMF, KSBA and KSKF)

May 4 An all-star AJRF Birthday salute to Duke Ellington.

May 11 James Williams, an all-star pianist with Art Blakey's Jazz Messengers, fronts a group featuring saxophonists Bill Evans and Billy Pierce.

May 18 Dakota Staton, a legendary jazz singer, stars at a "Singers Unlimited" concert.

May 25 Highlights from the World Music Institute's Festival of Improvisations in New York feature saxophonist Dewey Redman along with Craig Harris and Tallgaters Tales.

12:00 m Post Meridian

The best in jazz. Call in your requests.

2:00 am Sign-Off

❖ **BOOKS** ❖

Fine, Antiquarian & Used
 Books in All Fields

BLUE DRAGON BOOKSHOP

283 East Main • Ashland
 482-2142 ❖ Est. 1983

we buy books



FORIS VINEYARDS
 — Fine Oregon Wines —
 TASTING ROOM OPEN DAILY
 654 Kendall Rd.
 Cave Junction, Oregon
 592-3752

Friday

* by date denotes composer's birthdate

5:00 am Morning Edition

Includes regional news at 6:50, and Russell Sadler's Oregon Outlook at 6:57 am.

KSMF 89.1 / Rogue Valley

KSBA 88.5 / Coos Bay

KSKF 90.9 / Klamath Falls

Morning Edition continues until 9:00 am

7:00 am Ante Meridian

Regional news at 7:30, 8:30, 9:00 and 9:30 am, plus:

7:37 am Star Date

8:37 am Ask Dr. Science

9:57 am Calendar of the Arts

10:00 am - 2:00 pm First Concert

May 5 HAYDN: Symphony No. 102

May 12 COPLAND: Appalachian Spring

May 19 THOMSON: The River

May 26 BARTOK: Divertimento for Strings

12:00 n KSOR News

Headlines, weather and the Calendar of the Arts.

1:30 pm Music from Washington

Concerts recorded in the nation's capitol.

May 5 Pianist Andre Watts performs a recital of works by Haydn, Mozart, Schubert and Brahms.

May 12 The King's Singers perform music by Orlandus Lassus, Gyorgy Ligeti, and the Beatles.

May 19 Violinist Kurt Nikkanen and pianist Rohan da Silva perform music by Beethoven, Saint-Saens, and Bartok.

May 26 The Capitol Woodwind Quintet performs music by Francois Devienne, Jean Francaix, Gabriel Pierne, and Darius Milhaud.

3:30 pm Marian McPartland's Piano Jazz

Each week features Marian McPartland in performance and conversation with famous guest artists who discuss their careers and the subtle nuances of jazz. (Repeated on KSMF, KSBA and KSKF Saturdays at 3:00 pm).

May 5 **Geri Allen**, contemporary composer and pianist, is Marian's guest.

May 12 **Ben Sidran**, singer, pianist, composer, author and radio host, is this week's guest.

May 19 Be-bop pioneer **Hank Jones** joins Marian. Jones was once the pianist for Artie Shaw and Benny Goodman.

May 26 **P.D.Q. Bach** also known as Peter Schikele, shares his humor, and also his more serious compositions.

KSMF 89.1 / Rogue Valley

KSBA 88.5 / Coos Bay

KSKF 90.9 / Klamath Falls

4:30 pm Fresh Air

Terry Gross provides interviews, reviews and news headlines until 5:00 pm

4:30 pm The Jefferson Daily

KSOR's weekday report on events in southern Oregon and northern California.

5:00 pm All Things Considered

Local funds by John G. Apostol, M.D., Medford; Drs. Johnson, Nitzberg, Morris and Collins, Southern Oregon Family Practice Group, Ashland; Earl H. Parrish, M.D., Medford; Computerland of Medford; and Hardin Optical of Bandon.

Home At Last

• Records • Tapes • Compact Discs •

THE BEST SELECTION AND SERVICE FOR CLASSICAL AND CONTEMPORARY MUSIC

WHEN YOU HEAR IT ON:

CALL US

HOME AT LAST
records, tapes & CDs

23 S. 2nd St.
Ashland (503) 488-0045

ante meridian
first concert
siskiyou music hall
possible musics
the blues

We are more than happy to special
order items and ship them to you!!

KSMF 89.1 / Rogue Valley
KSBA 88.5 / Coos Bay
KSKF 90.9 / Klamath Falls
6:30 pm The Jefferson Daily
Repeat of the 4:30 KSOR broadcast

6:30 pm Star Date

Local funding by Doctors of Optometry Douglas G. Smith and Richard Nelson; the Allen Johnson family; the Northwest Nature Shop of Ashland; and Burch and Burnett of Coquille.

6:32 pm Siskiyou Music Hall

May 5 RAVEL: Miroirs

May 12 BERNSTEIN: Fancy Free

May 19 BEETHOVEN: Sonata No. 3 in C

May 26 HANDEL: Water Music

8:00 pm Music of the Baroque in Concert

This series features performances by the distinguished Music of the Baroque ensemble conducted by Thomas Wikman.

National broadcast funded by Arthur Anderson and Co.

May 5 Thomas Wikman conducts Handel's oratorio *Hercules*, a work whose text is taken from Book IX of Ovid's *Metamorphoses*. (NOTE: This program will begin at 7:00 pm).

May 12 Thomas Wikman conducts a program of Bach cantatas.

May 19 Thomas Wikman conducts a program of anthems and choruses by Handel.

May 26 In the final broadcast of this series, Thomas Wikman conducts the Mass in b minor, BWV 232 by Bach.

KSMF 89.1 / Rogue Valley
KSBA 88.5 / Coos Bay

KSKF 90.9 / Klamath Falls
10:00 pm Siskiyou Music Hall

continues with classical music until 2:00 am

10:00 pm Ask Dr. Science

A Friday night dose of Duck's Breath Humor. *Local funding by the Gateways Program of Douglas Community Hospital in Roseburg.*

10:02 pm Afropop

From National Public Radio, this weekly series will introduce you to the exciting, infectious world of contemporary Africa. Host Georges Collinet, from Cameroon, is a veteran broadcaster whose programs are heard regularly by more than 80 million listeners throughout Africa.

11:00 pm World Beat

Host Chris Wood presents reggae, soca, zouk, afropop, highlife, Brazilian pop, calypso, *nueva cancion* and all kinds of other great pop music from around the world. An upbeat end to your week.

2:00 am Sign-Off



**Ashland's
Marketplace**

Ashland's own open air
Arts and Crafts Market
Saturdays-Sundays May-Oct.

*Hard to Find
But Worth the Effort!*

Next to Web*Sters on the Plaza
along the Creek

ON
THE
WALL

a frame shop . . . a poster gallery

Specializing in
Museum Quality Framing
by Knowledgeable Staff.

217 E. Main • Medford, OR • 97501
503 • 773-1012

Saturday

* by date denotes composer's birthdate

6:00 am Weekend Edition

NPR's weekend news magazine, hosted by Scott Simon. Includes:

7:37 am Star Date

Local funding by Doctors of Optometry Douglas G. Smith and Richard Nelson; the Allen Johnson family; the Northwest Nature Shop of Ashland; and by Burch and Burnett of Coquille.

KSMF 89.1 / Rogue Valley

KSBA 88.5 / Coos Bay

KSKF 90.9 / Klamath Falls

Weekend Edition continues until 10:00 am

8:00 am Ante Meridian

Jazz and classical music for your Saturday morning, along with features and an occasional surprise. Includes:

9:00 am Calendar of the Arts

9:30 am Duck's Breath Homemade Radio

Saturday morning madness from the crazy Duck's Breath gang.

10:00 am Jazz Revisited

Funding for local broadcast is provided by Gregory Forest Products in Glendale and its Veneer Plant in Klamath Falls.

May 6 Chu Berry vs. Pres and Hawk Records by the ill-fated young saxophonist compared to those of the top two tenor players of the day.

May 13 First Sessions Premier recording sessions of Barney Bigard, McKinney's Cotton Pickers, "Hot Lips" Page and others.

May 20 One More Time Two tries at the same composition, including versions of Sy Oliver's "Blue Blazes" by Jimmy Lunceford and Tommy Dorsey.



art centre gallery
and framing

- Original and Limited Works of Art •
- Ready Made Frames •
- Finest Custom Framing •

Jeanne Ebert

920 BIDDLE ROAD
BEAR CREEK PLAZA
ACROSS FROM LAMONTS
MEDFORD, OR 97504 / (503) 773-3400

May 27 Mildred Bailey's Buddies Selections from a variety of groups that recorded with Mildred Bailey in the '30s and '40s.

KSMF 89.1 / Rogue Valley

KSBA 88.5 / Coos Bay

KSKF 90.9 / Klamath Falls

10:00 am Car Talk

The Tappet Brothers (Tom and Ray Magliozzi) mix wisecracks with expert automotive advice. Their current legal team of Boyd, Dewey, Burnham and Howe keeps them out of malpractice trouble.

Local funding from Ed's Associated Tire, Medford.

11:00 am Vintage Jazz

2:00 pm Four Queens Jazz Night

A series of live performances by traditional jazz greats.

3:00 pm Marian McPartland's Piano Jazz

A repeat of Friday's broadcast.

10:30 am Lyric Opera of Chicago

Local funding by Sun Studs, Roseburg.

May 6 La Traviata by Verdi. Bruno Bartoletti conducts, and the cast includes Anna Tomowa-Sintow, Neil Rosenshein, Juan Pons, and Donald Kasch.

May 13 La Sonnambula by Bellini. Donato Renzetti conducts, and the cast includes Cecilia Gasdia, Frank Lopardo, Dimitri Kavrakos, and Cynthia Lawrence.

May 20 Tannhauser by Wagner. Ferdinand Leitner conducts, and the cast includes Richard Cassilly, Nadine Secunde, Hakan Hagegard, Marilyn Zschau, Jan Hendrick Rootering, and Ben Heppner.

May 27 Falstaff by Verdi. James Conlon conducts, and the cast includes Ingvar Wixell, Marilyn Horne, Barbara Daniels, and Alessandro Corbelli.

2:00 pm San Francisco Symphony

Herbert Blomstedt is Music Director and Conductor.

May 6 David Atherton conducts the Overture to *Russian and Ludmilla* by Glinka; the Cello Concerto, Op. 104 by Dvorak, with soloist Michael Grebanier; and *The Rite of Spring* by Stravinsky.

May 13 Gunther Herbig conducts the *Mother Goose Suite* by Ravel; *L'Arbe des Songes* (Concerto for Violin and Orchestra) by Henri Dutilleul, with soloist Isaac Stern; and the Symphony No. 8 in G, Op. 88 by Dvorak.

May 20 Gunther Herbig conducts Five Pieces for Orchestra, Op. 16 by Schoenberg; the Violin Concerto in e minor, Op. 64 by Mendelssohn, with soloist Anne-Sophie Mutter.

and the Symphony No. 4 in d minor by Schumann.

May 27 Herbert Blomstedt conducts the Piano Concerto No. 21 in C. K. 467 by Mozart, with soloist Alicia de Larrocha, and *ein Alpen-sinfonie* by Richard Strauss.

4:00 pm The Studs Terkel Almanac

The weekly best of Studs daily Chicago broadcast features interviews, readings, and occasional surprises. Produced by WFMT, Chicago.

May 6 The always humorous Jonathan Winters talks about his own paintings as collected in a book called *Hangups*.

May 13 Studs talks about *The Life of Langston Hughes, Vol. 2: I Dream a World* with its author, Professor Arnold Rampersad.

May 20 Studs interviews Mark Hertsgaard, author of *On Bended Knee: The Press and the Reagan Presidency*.

May 27 British composer Oliver Knussen discusses his operatic adaptation of Maurice Sendak's children's book, *Where the Wild Things Are*.

5:00 pm All Things Considered

6:00 pm Star Date

Local funding by Doctors of Optometry Douglas G. Smith and Richard Nelson; the Allen

Johnson family; the Northwest Nature Shop of Ashland; and Burch and Burnett in Coquille.

6:02 pm Mountain Stage

Larry Groce hosts this weekly live concert broadcast from West Virginia, featuring all kinds of music, comedy, and other surprises.

May 6 This week, Larry Groce welcomes Queen Ida and Her Bontemps Zydeco Band.

May 13 Larry Groce welcomes the folk-rock group Schooner Faire, multi-instrumentalist Carla Sciaky, the traditional Mexican group Los Folkloristas, and Tracy Schwarz, former member of the New Lost City Ramblers.

May 20 The Zydeco band Terrence Simien and the Mallet Playboys are featured along with jazz singer Laurel Masse, Brave Combo (a new wave polka band), and the R&B band Big Twist and the Mellow Fellows.

May 27 Acoustic blues musicians John Dephas and Phil Wiggins are guests.


8:00 pm A Prairie Home Companion

The news from Lake Wobegon continues. Funding for local broadcast provided in part by The Medford Mail Tribune and Mid-Oregon Printing of Roseburg.

10:00 pm The Blues

Your host is Mick Eaton.

2:00 am Sign-Off



WHALE COVE
RESTAURANT

FRESH SEAFOOD
CONTINENTAL CUISINE
FINE WINES • COCKTAILS

•

*Casual Elegance
at the Ocean's Edge*

•

Chef Michael Petchekovitch

•

Dinners - 4:30 - 9:30 pm
Sunday Champagne Brunch -
10:30 am - 2:30 pm
Lunches Beginning in April

•

Reservations - 332-7575



**Roaring
Sea
Gallery**

FINE ARTS
Featuring Local Artists

• • •

Artglass • Paintings • Sculpture
Silk, Fiber & Latex Artwear

•

Framing & Matting
Custom Work

• • •

Behind Whale Cove Restaurant
332-7575

HIGHWAY 101 SOUTH • PORT ORFORD

Directors Desk

(Continued from page 9)

computer age. When the Slaughters moved to New York state, we knew that public radio in New York had gained a valuable asset. Michael was succeeded as Guild president by Carol Doty, who guided the Guild's affairs during tumultuous changes in our national programming patterns and who helped the Guild deal with the need for long-range planning for the station's future.

The Guild's president from 1985 until just two months ago was Bill Thorndike, Jr. Bill likes to say that his service as Guild president is just a way of paying me back. We first met when I was teaching at Lewis and Clark College in Portland and Bill was a student of mine. We were computerizing the entire record library at the time, and Bill maintains he spent endless hours entering data onto computer coding sheets to inventory the library. I seem to recall his working in news, but my memory is notoriously hazy on such matters. Anyway, it has been a marvelous association, and Bill's presidency has been marked by some of KSOR's boldest and most notable achievements.

Johann Strauss looks exactly like John did when he came to KSOR.

Our professional staff has been dedicated and capable beyond description. Gina Ing, our director of resource development, came in 1980 from KLCC, Eugene. Her references described her as running at "high speed, overdrive and WOW." John Baxter arrived at KSOR in 1979, fresh out of college in Laramie. There's a photo on John's office wall of Johann Strauss standing with Brahms, possessors of very impressive beards

and moustaches. Strauss looks exactly like John did when he came to KSOR. Over the years John has changed a bit; the beard came off, but his approach toward our programming has been a constant — a consistently careful mixture of musics, cultural information and news — a program service which has made KSOR among the most highly rated stations in the nation. Annie Hoy arrived in 1986, with the task of creating a news department, a *real* news department, after years of makeshift attempts. Two years into the job we have made real strides toward creating what, in 1986, I termed our biggest investment of the next decade. Annie has claimed purple. It's her color and no one else at KSOR is allowed to wear purple.

Annie Hoy arrived with the task of creating . . . a real news department . . .

Jean Francis came to KSOR in 1976, as our first professional staff secretary, office manager and administrative assistant. When the KSOR Listeners Guild began soliciting memberships in 1977, she also took over the Guild's membership roles. Jean had been a librarian at McAllister College prior to moving to Ashland, and she was able to help maintain order in the midst of our tumultuous growth. She also baked brownies to give away as premiums during each marathon, but she won't allow us to acknowledge her name on the air. (She never told me I couldn't print it.) She is one of the few people who learned to read my longhand. Despite all our pleas, Jean retired in 1980 and became a KSOR volunteer. She still attends all KSOR staff parties and has arrived at the studios to do marathon pledge posting at 5 a.m. virtually every day during every marathon since she retired. This is how people retire from KSOR.

*We never knew who had
individualized funny
buttons made up and left
in each of our mailboxes.*

Following Jean Francis in our office were Dee Reynolds and Margaret Hanson. Margaret retired in 1986, although she still volunteers during marathons, and Anna Beauchamp then had the unenviable task of trying to take over managing our office. She has done so with extraordinary distinction. We never knew who had individualized funny buttons made up and left in each of our mailboxes last April 1st. (Mine said, "Television made me what I am today.") Anna denied responsibility, but I remain unconvinced. When Dee retired about a year and a half ago, it was the end of an era. When the station was smaller, Jean Francis knew virtually every Guild member's name, but even as the membership lists expanded to include more than 12,000 present and former members, you could go to Dee and mention a name, and, after thinking about it for ten seconds, she usually replied, "Oh, yes. He lives in [city name]. I think they've been members since 1983. They really liked the premium they got last marathon. It was a . . ." We really didn't need a computer other than to protect against the day Dee retired. It takes years to achieve that familiarity with our

membership, but Dee's replacement, Ginger Sisson, is carrying on nicely.

Pat Daly came to KSOR in 1986, from Wichita. Public radio is in the family. Wife Margie also worked at KMUW in Wichita and can often be found at KSOR helping out during a marathon. Son John started coming in for marathons when he was a year old, but so far he's made only limited appearances on air.

Well, you may begin to get some of the idea. This is by absolutely no standard anywhere near a complete listing of the people who have contributed to KSOR's twenty years. I've just barely scratched the surface. To all whose names I've omitted, I hope you understand that it is impossible to list everyone (due both to limited space and my highly unreliable memory). But the real significance of the contributions of all these individuals is not what they have individually offered, although it is significant, but the collection of all of this energy and dedication in support of a common purpose. It has produced twenty years of steady growth, distinguished service and satisfying accomplishment.

That is the real tale of what public radio is and should be.

Happy Birthday, KSOR, from all of us and for all of us!

— Ronald Kramer
Director of Broadcast Activities

*That is the tale of what
public radio is and
should be.*

ARTS EVENTS

For more information about arts events, listen to the KSOR Calendar of the Arts broadcast weekdays at 10 and noon.



Painting by Cody Bustamante

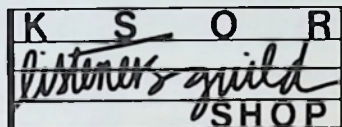
May 1-31 "Artists in Education" invitational show opens with a public reception Monday, May 1, 3:15 pm, Ashland High School, 201 S. Mountain Ave. Prints, paintings, drawings, sculpture by 16 Rogue Valley artists who teach. Hours: Mon-Fri 7:30 am - 4 pm, Tuesdays until 7:30 pm

- 1 thru 13 Exhibit: Cibachrome Prints by Barbara Ullian, Watercolors by Gary Buhler; 12 - 4 pm, Tuesday thru Saturday Grants Pass Museum of Arts (503) 474-2265 Grants Pass
- 1 thru 26 Exhibit: Ceramic Sculpture by Richard Fox; Oil Paintings by Larry Lewis Gallery Hours: Tues - Sat. 10:30 - 5:30 Sunday, 11:00 - 2:00 Hanson Howard Gallery, 82 North Main (503) 488-2562 Ashland.
- 1 thru 31 Exhibit: Weaving Guild Textile Arts; The Coos Bay Public Library Gallery Room (503) 269-1101 Coos Bay
- 1 thru Jun 1 Membership Show Klamath Art Association Reception: May 7, 1 - 4 pm; Klamath Art Gallery. Hours: Sun-Thur 1 - 4 pm 120 Riverside (503) 883-1833 Klamath Falls
- 1 thru Jun 9 Exhibit: The 10th Annual Juried Art Show Mon - Fri, 1 - 5 pm Opening Reception, Friday, May 5, 7 pm Whipple Fine Arts Gallery Umpqua Community College (503) 440-4600 Roseburg.

- 1 thru Jun 24 The Oregon Shakespeare Festival's *Hunting Cockroaches* directed by Pat Patton, The Black Swan Theater
 - thru July 9 The Oregon Shakespeare Festival's *And A Nightingale Sang . . .* directed by Warner Shook, The Angus Bowmer Theater
 - thru Sep 10 The Oregon Shakespeare Festival's *All My Sons* directed by Phil Killian, The Angus Bowmer Theater
 - thru Oct 27 The Oregon Shakespeare Festival's *Not About Heroes* directed by Kathryn Long, The Black Swan Theater
 - thru Oct 28 The Oregon Shakespeare Festival's *Pericles Prince of Tyre* directed by Jerry Turner, Angus Bowmer Theater
 - thru Oct 29 The Oregon Shakespeare Festival's *Cyrano de Bergerac* directed by James Edmondson The Angus Bowmer Theater
- For ticket information and free brochures write: Shakespeare, P.O. Box 158, Ashland, Oregon 97520 (503) 482-4331 Ashland.
- 1 thru Jun 30 Exhibit: "Raven's Friends: Animal Representations in the Northwest Coast Air" University of Oregon's Museum of Natural History (503) 686-3024 Eugene.
 - 1 thru 1990 Exhibit: "Making Tracks: The Impact of Railroad in the Rogue Valley" Jacksonville Museum of Southern Oregon History (503) 899-1847 Jacksonville.
 - 1 thru 1990 "HANNAH: Pioneer Potters on the Rogue" Jacksonville Museum of Southern Oregon History (503) 899-1847 Jacksonville.
 - 4 thru 28 Theater: "The Octette Bridge Club" Umpqua Actors Community Theater, 8 pm, Betty Long Unruh Theater (503) 672-7635 Roseburg.
 - 5 Concert: Southern Oregon Repertory Singers, 8 pm at the Neuman United Methodist Church (503) 488-0181 Grants Pass.
 - 5 Concert: Mel Torme and George Shearing Hult Center for the Performing Arts (503) 687-5087 Eugene.
 - 5 and 6 Theater: "A Streetcar Named Desire" by Tennessee Williams, directed by Ed Chilla, 8 pm at the Little Theater on the Bay (503) 756-4336 Coos Bay
 - 5 thru 27 Exhibit: "Best of the Best" The Rogue Gallery (503) 772-8118 Medford

- 5 thru Jun 9 Exhibit: The 10th Annual Juried Art Show; Umpqua Community College Art Gallery (503) 440-4600, ext. 691 Roseburg.
- 5 thru 31 Exhibit: The Pastel Society Juried Art Show; Mon - Fri 12 - 6 pm Artists Reception: Friday, May 5, 7-9 pm The Umpqua Valley Arts Center (503) 672-2532 Roseburg.
- 6 Concert: Southern Oregon Repertory Singers; 8 pm in SOSOC Music Recital Hall Southern Oregon State College (503) 488-0181 Ashland.
- 6 Marathon: "Run for Art" Sponsored by Rogue Gallery, 40 South Bartlett St. (503) 772-8118 Medford.
- 7 Concert: Community Orchestra Concert 3 pm in the Jacoby Auditorium Umpqua Community College (503) 672-0494 Roseburg.
- 10 Book Review: Books and Bagels 12 pm in the UCC Library Umpqua Community College (503) 440-4600 Roseburg.
- 11 thru 13 Theater: "A Streetcar Named Desire" by Tennessee Williams, directed by Ed Chilla, 8 pm at the Little Theater on the Bay (503) 756-4336 Coos Bay
- 11 thru 14 Dinner Theater: "Noises Off" by Michael Frayn Southern Oregon State College (503) 482-6348 Ashland.
- 11 Theater: "Figaro! Figaro!" An Umpqua Symphony Association Presentation; Jacoby Auditorium Umpqua Community College (503) 672-0494 Roseburg.
- 12 thru Jun 25 Exhibit: "Nuclear Visions" The Coos Art Museum, Main Gallery (503) 267-3901 Coos Bay
- 12 Concert: Astor Piazzola & the New Wave Tango Quintet, The Hult Center for the Performing Arts (503) 687-5087 Eugene.
- 13 Concert: "The Best of the Baroque" The Northwest Bach Ensemble 8 pm in the SOSOC Music Recital Hall (503) 482-5017 Ashland.
- 13 Concert: The Coos Chamber Orchestra The Coos Art Museum (503) 756-0317 Coos Bay
- 13 and 20 Workshop: Dale Allred's "Photographing Your Own Work" 1 to 5 pm, Umpqua Valley Arts Center (503) 672-2532 Roseburg.
- 14 Entertainment: Dancers and Musicians of Bali, The Hult Center for the Performing Arts (503) 687-5087 Eugene.

- 15 thru 19 Festival: The SOSOC Spring Arts Festival Southern Oregon State College (503) 482-6461 Ashland.
- 15 and 22 Workshop: "Prism Color" with Kathy Elisar; 1 to 5 pm Umpqua Valley Arts Center (503) 672-2532 Roseburg.
- 15 thru Jun 9 Exhibit: The Annual SWOCC Art Student Exhibition The Eden Hall Gallery, Southwestern Oregon Community College (503) 888-7331 Coos Bay
- 16 Opera Concert: Rogue Opera 8 pm in the SOSOC Music Recital Hall Southern Oregon State College (503) 482-6400 Ashland.
- 18 thru 20 Theater: "A Streetcar Named Desire" by Tennessee Williams, directed by Ed Chilla, 8 pm at the Little Theater on the Bay (503) 756-4336 Coos Bay



A 60-minute cassette of
13 favorites from her KSOR
Saturday morning show. \$8

Name: _____

Address: _____

Phone: _____

Make check payable to:
Cassette/KSOR Listeners Guild
1250 Siskiyou Blvd., Ashland, OR 97520

My check for \$ _____ is enclosed.

Please send _____ cassettes @ \$8 ea.

I wish to use ☐ MasterCard ☐ VISA

Card No. _____

Expires: _____

- 19 thru 21 Dinner Theater: "Noises Off" by Michael Frayn
Southern Oregon State College
(503) 482-6348 Ashland.
- 19 thru 21 Festival: The 19th Annual Willamette Valley Folk Festival
The Erb Memorial Union
University of Oregon
(503) 686-4373 Eugene
- 20 and 21 Cultural Event: 2nd Annual Rogue Valley PowWow, Immigrant Lake
American Indian Cultural Center
P.O. Box 3252, Ashland, Oregon 97520
Ashland
- 21 Music: The Chorale
3 pm at St. Joseph's, 319 E Street
(707) 464-5934 Crescent City
- 23 Recital: Roseburg High School Vocal Recital, 7:30 pm in the Jacoby Auditorium
Umpqua Community College
(503) 440-4600 Roseburg.
- 24 Book Review: "Book and Breakfast" with Ken Pozner, 6:30 am in the Douglas County Justice Hall Cafeteria
(503) 440-4308 Roseburg.
- 25 Concert: Vintage Pops '89
8 pm in the Jacoby Auditorium
Umpqua Community College
(503) 440-4600 Roseburg.
- 26 thru 28 Dinner Theater: "Noises Off" by Michael Frayn
Southern Oregon State College
(503) 482-6348 Ashland.
- 26 thru 29 Festival: The Sacramento Dixieland Jubilee, 2787 Del Monte Street
West Sacramento, California 95691
Sacramento
- 26 thru Jun 18 Exhibit: Prints by Carol Riley, Valerie Willson, and Sherrie Wolf
Gallery Hours: Tues - Sat, 10:30 - 5:30
Sunday 11:00 am - 2:00 pm
Hanson Howard Gallery, 82 North Main
(503) 488-2562 Ashland.
- 26 thru 29 Festival: Annual Northwest Folklife Festival; The Seattle Center
305 Harrison St., Seattle, WA 98109
(206) 684-7300 Seattle
- 27 and 28 Festival: Bandon Storm Watcher's "Seafood and Wine Festival"
Saturday and Sunday 11 am to 5 pm
Bandon City Park Community Center
(503) 347-3983 Bandon
- 28 Concert: South Coast Artists' Variety Concert; Folk Music, Jazz, Classical Music and Dance
3 pm at the Redwood Theater
(503) 469-6566 Harbor

OREGON ARTS



Published with funding assistance from the Oregon Arts Commission, an affiliate of the National Endowment of the Arts.

Guide Arts Events Deadlines

July Issue: May 15

August Issue: June 15

Calendar of the Arts Broadcast

Items should be mailed well in advance to permit several days of announcements prior to the event. Mail to: KSOR Calendar of the Arts, 1250 Siskiyou, Ashland, OR 97520.



**RAM
OFFSET
LITHOGRAPHERS**
2651 AVENUE G WHITE CITY, OREGON 97503

we offer:

- general business printing
- computer typesetting & professional layout
- quality full-color printing of: catalogues, brochures & publications
- full bindery and finishing facilities
- FREE QUOTES
- a wide range of press sizes—up to 36"

"Prompt delivery of a Quality Product"

CALL US FOR
A COMPETITIVE
QUOTE!

(503)

826-3155

Join us!

We're in Good Company

KSOR News Fund



**STERLING
BUSINESS FORMS**

KSOR News Fund

Ashland Graphics
207 Enders Alley, Ashland
(503) 482-4403

Star Date

BURCH & BURNETT, P.C.
ATTORNEYS AT LAW
280 NORTH COLLIER
COQUILLE, OREGON 97423
(503) 200-0511

KSOR News Fund

Harvard Eye Clinic
Cataract Clinic
John Wm. Unruh, M.D., PC
544 W. Umpqua #203
Roseburg, OR 97470
672-6791 • 800-452-5585

KSOR News Fund

M's Warehouse
CENTRAL
Martha Thye
523 S. Central, Medford
(503) 772-8641

KSOR News Fund

Cushing & Huberlach
Attorneys at Law
31 Newtown St.
Medford, OR 97501
773-7477

Car Talk

**ED'S ASSOCIATED
TIRE CENTER**
2390 N. PACIFIC HWY
MEDFORD, OREGON

Fresh Air on KSMF

Central Valley Times

KSOR News Fund

New Way
CLEANERS & FURRIERS
601 East Main St. • Medford, OR
(503) 772-9169

KSOR News Fund

GATES
HOME FURNISHINGS
235 S.E. 7th, Grants Pass
Since 1946
(503) 478-4827

Morning Edition

**SHEARSON
LEHMAN
HUTTON**
Peter Sego
Financial Consultant
Shearson Lehman Brothers Inc.
300 West Main Street
Medford, OR 97501
503 779 5010
800 547 1741 Out of State
800 452 7960 Oregon

Prairie Home Companion

MTD-OREGON PRINTING
749 S.E. Stephens
Roseburg, Oregon
(503) 673-7515

Morning Edition

**The
Mail
Tribune**

Chamber Music Series

Dr. Thomas Holbert
Medford

KSOR News Fund

**SMALL BUSINESS
ADVANCEMENT
INSTITUTE**
Training for Success. Results through Education.
T.H. MONSON
Regional Director
507 SO FRONT ST. • CENTRAL POINT, OR 97502
(503) 664-4218

KSOR News Fund

Timothy J. McPherson, D.D.S.
Member of American Society of Cosmetic Dentists
Stomach Design
Practice limited to
Upper Extremity Rehabilitation
(503) 773-3757
836 E. Main Suite 8
Medford, Oregon 97504

Symphony Preview

Harry and David's
ORIGINAL
COUNTRY STORE
2834 S. PACIFIC HIGHWAY
MEDFORD, OREGON 97501

KSOR News Fund

MICHAEL R. KEMP, D.D.S.
903 SKIYOU BLVD. #3
ASHLAND, OREGON 97520
TELEPHONE 482-1741
FAMILY DENTISTRY

KSOR News Fund

ACH
ASHLAND COMMUNITY HOSPITAL
280 Maple Street • P.O. Box 98 • Ashland, OR 97520

KSOR News Fund

SNOW
COMMUNICATIONS
107 E. MAIN STREET • SUITE ONE
MEDFORD, OR 97501 • (503) 779-5957

Possible Musics

The Mirdad Center
HOME OF NEW AGE SPIRITUALITY
AND HOLISTIC HEALTH
716 N. W. 6th Street
Grants Pass, OR 97526
(503) 474-7711

KSOR News Fund

Michael P. McCullough, D.P.M.
Podiatrist
Medical Dental Bldg. #405
905 Main Street
Klamath Falls, Oregon 97601
(503) 882-1489

KSOR News Fund

**Sylvan
Learning
Center.**
1050 Crater Lake Ave. Suite E
Medford, OR (503) 779-2557

KSOR News Fund

**Norris
Shoes**
221 E. Main St. Downtown Medford • 773-3123

KSOR News Fund

Ark Veterinary Clinic
JEROME SCHERZINGER, DVM
995 Mason Way, Medford, OR
(503) 773-4934

KSOR News Fund

V. Pete Mihayl
Certified Insurance
Rehabilitation Specialist
Medford 773-5051

KSOR News Fund

H. D. SUMNER, D.V.M.
YREKA VETERINARY HOSPITAL
106 OBERLIN ROAD
YREKA, CALIFORNIA 96097
(916) 842-2231

KSOR News Fund

**NATUROPATHIC
MEDICAL
CLINIC**
R. Eric Fleischman, N.D.
"Walrus Oriental Medicine"
170 N.E. Marston
Grants Pass, OR 97526
(503) 478-2116
(503) 469-3322

Morning Edition on KSMF

**JOSEPH
WINANS**
FURNITURE

Vintage Radio

Local Offices of
Arnold David Breyer
Certified Family Law Specialist
Practice Limited To
Personal Injury and Family Law
Mount Shasta, California

KSOR News Fund



LIQUOR • GIFTS • FURNITURE
Rogue Valley Mall
(503) 779-5323

Star Date

**NORTHWEST
NATURE SHOP**

134 Oak Street, Ashland, or 97520
(503) 482-3241

All Things Considered

John G. Apostol, M.D. PC

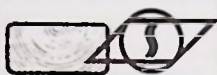
Cataract & Lens Implant Surgery
Family Eye Care
815 E. Main - Medford
(503) 779-6395

KSOR News Fund



**SECURITY PACIFIC BANK
OREGON**
1025 Court Street
Medford 779-1970

Open



SUN STUDS, INC.
P.O. Box 1127, Roseburg, 97470

Coast Music Festival



Full Service Banking
Member FDIC

WESTERN BANK

News Fund



Jackson County Federal
Savings & Loan Association
Medford-Ashland-Jacksonville
Central Point-Grants Pass

All Things Considered



**SOUTHERN OREGON
FAMILY PRACTICE GROUP**
PHYSICIANS AND SURGEONS
Drs. Johnson, Nitzberg,
Morris & Collins • 482-9571

KSOR News Fund

803-474-1040
779-0918



TAPE RECORDS • PHOTODUPLICATION
COPYING • ETC.

Chamber Music Series

Doctor Gary Fletcher
and
Doctor Janet Fletcher
Medford

Chamber Music Series

Butler Acura
and
Butler Ford
Ashland 482-1489

Star Date

**Douglas G. Smith, O.D.
Richard Nelson, O.D.
Doctors of Optometry**

1006 E. Main St., Suite 11
Medford 773-5522 / 773-1414

Music Memory Feature

Hampton Holmes
Real Estate



135 Oak St.
Ashland 97520

All Things Considered

HARDIN OPTICAL COMPANY

1320 OREGON AVE
P.O. BOX 219 347-9467
BANDON, OREGON 97411

Ask Dr. Science

Gateways
PROGRAM

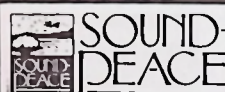
Douglas Community
Hospital 440-2566

All Things Considered

Earl H. Parrish, M.D.

Specializing in plastic,
reconstructive & hand surgery
Medford

New Dimensions



199 East Main • Ashland, OR

All Things Considered

ComputerLand

Over 400 stores worldwide

707 Medford Shopping Center
Behind Sears

Jazz Revisited

GREGORY

Forest Products, Inc.
P. O. Box C
Glendale, OR 97442

Sing Out's Songbag

Phil Studenberg

Attorney At Law
110 N. 7th
Klamath Falls, Oregon 97601
(503) 884-0111

Morning Edition

PERI.

- Peri Funeral Home
- Siskiyou Chapel
- Siskiyou Memorial Park
Medford

Star Date

The
Allen Johnson Family
Ashland

Chamber Music Series

**Medford P.C.
Clinic**
Physicians and Surgeons

New Dimensions

**FAMILY
CHIROPRACTIC CENTERS**

Ashland (503) 482-1455
and
Klamath Falls (503) 884-1733

Dr. John P. Hurd
Chiropractic Physician



Prairie Home Companion

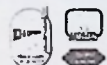
**Richard Wagner
Joyce Ward
Architects**

349 East Main, Suite 4
Ashland • 482-5482

KSOR News Fund

MEDFORD STEEL

P.O. Box 1588, Medford, 97501



CSC INC.

New Dimensions

web-sters



10 Garrettsville Way
Ashland, Oregon 97520

Issues on Ageing

Weisel, Retzlaff,
Paden & Jorizzo
MEDICAL EYE CENTER PC.
Toll-free (800) 824-2688
779-4711

St. Paul Sunday Morning

MEDFORD THORACIC ASSOCIATES, P.C.

JOEL THOMAS M.D.
2941 Doctors Park Drive
Medford, Oregon 97504
(503) 773-7015

Possible Musics/Space

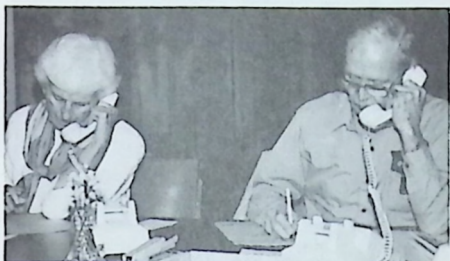
**GALLERY
OBSCURA**



CRYSTAL
WOODSTOCK ART
BOOKING TABLES 200 S. BENTLEY BLVD. ASHLAND, OR 97520

Contact Gina Ing at (503) 482-6301

Volunteers



Norma and Bonham Spence-Campbell arrive at 6 a.m. to take pledges



Volunteers stuff envelopes for station mailings



KDRV-TV's Scott Lewis volunteers during a marathon



Robin Lawson inaugurated the jazz programming on KSOR's satellite station, KSMF

Volunteers save the day for KSOR: 203 volunteers worked, 7,213 hours in 1987-88. Their efforts were valued at \$68,793 by the Corporation for Public Broadcasting. They calmly answer the phones, and keep the paperwork moving. They run errands, cook meals, and produce events. Some help with on-air "pitches" for pledges. And some stay year-round to produce programs.

David Harrer, Nancy Spencer and Chris Wood bring their musical knowledge and even their records to augment the station's library as they produce their weekly shows. Ted Lawson got up to turn the station on at 5 a.m. and read the morning's news for nearly six months.

Harry Bartell, of Gunsmoke and Bonanza fame, coaches announcers; Bill Thorndike, president of Medford Steel, hand-signs 1,100 letters to colleagues; Hillary Tate, publicist for the Oregon Shakespeare Festival, bakes brownies for pledging members; and Wayne Robbins climbs poles to help install antennas. Retired executive Anne Decker's statement may typify most volunteers' attitude: "Someone else always did this kind of thing for me, and I wouldn't do it for anyone else but KSOR."

Whether it's baking brownies on the hottest day of the year, spinning records on a weekend show, stuffing envelopes, or enduring a treacherous snowcat drive to help the engineer put new batteries on a mountaintop, volunteers are one of KSOR's most valuable resources.



Lawson Inada, Barry Kraft, Hillary Tate and Shirley Patton co-hosted "Chautauqua"

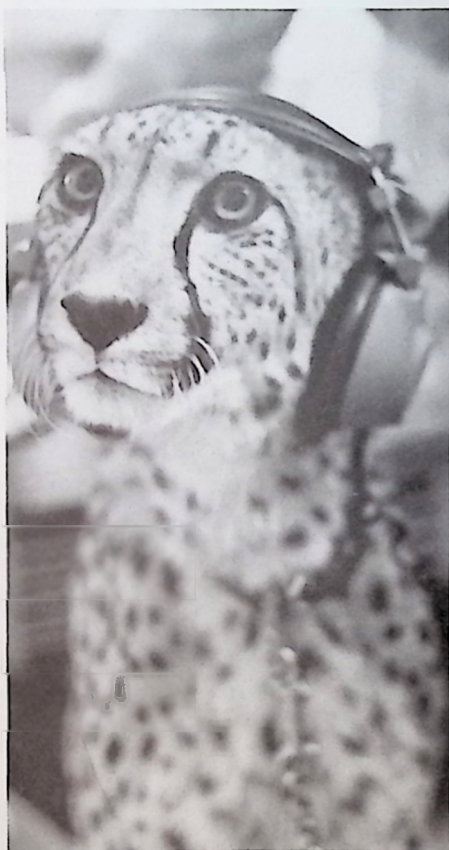


Ted Lawson volunteered to host morning news



Esther Nitzberg hosted "About Women" and wrote commentaries for "The Jefferson Daily"

A12



Khayami, the legendary cheetah from Wildlife Safari, appeared live on KSOR in 1982

Volunteer Events



Gina Ing congratulates Anne Decker for a successful event

Volunteer Anne Decker coordinates the KSOR Listeners Guild's major fundraising event — the annual winetasting co-sponsored with the Oregon Winegrowers Association. The "Eighth Annual Wine-tasting" in December, 1988, was a sell-out; the station couldn't fit another person in the ballroom donated by Ashland Hills Inn. Tuxedos and long dresses came out of closets to attend along with Birkenstocks and jeans. Robin Lawson's jazz filled the room. Twenty Oregon wineries, 22 food providers, and 40 volunteers made it possible. And the event grossed more than \$10,000 to benefit KSOR.



Loni Rozzano of the Ashland Wine Cellar is the event's advisor



Twenty Oregon Wineries bring their best wines



Dorothy Anderson-Thickett caters the wine-tasting with help from husband, Steve



Raising dollars to support KSOR can be fun!



Student Manager Valerie Ing



Morgan Holm hosted morning news in 1987



Caroline Bryan hosted "The Jefferson Daily"

More than 1,000 students have already worked and learned at KSOR in its role as a training ground for broadcasting and communications careers. The annual number of students has increased dramatically since 1986. Beginners maintain news and record files, answer phones, and edit tapes among a variety of duties. After training in announcing classes, they audition for the 15-20 air shifts available each quarter. Aspiring reporters rewrite Associated Press news stories as they train for interviewing and producing reports for the News Department started in 1986 by News Director Annie Hoy. The students provide ample energy and keep the station on the air for more than half its broadcast hours. Their activities are coordinated by the Student Manager, a part-time paid student position. Former students have gone on to a variety of jobs ranging from news anchors on television stations to marketing for a Chamber of Commerce.



Reporter Kent McQuillen



Student and volunteer air staff, circa 1984-85



Morning news host Mick Eaton comes to work at 4:30 a.m.

Former Staff



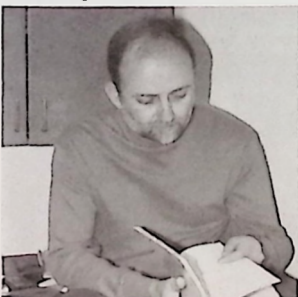
Howard LaMere hosted
"Ante Meridian"



Bookkeeper Jo Barrett



Jean Francis was KSOR's first
secretary



John Patton designed and
built most of KSOR's
translator system



Jan Weller hosted
"Ante Meridian"



Traci Batchelder hosted
"First Concert" in 1983



Margaret Hanson,
receptionist



Tom Olbrich did everything
at KSOR



Dee Reynolds, membership
secretary



Lars Svendsgaard hosted
"Siskiyou Music Hall"

Staff



Director of Broadcasting,
Ron Kramer



Associate Director of Broadcasting/
Programming, John Baxter

The staff that's working
today to build KSOR's
future.



Development Director
Gina Ing



News Director Annie Hoy



Assistant Program Director
Keith Henty



Music Director and "First
Concert" host, Pat Daly



Engineer Jeff Sherman



Administrative Assistant
Anna Beauchamp



Announcer Tom Ormsby
A16



Membership secretary,
Ginger Sisson



Bookkeeper, Mary Friesen



Ron Kramer reads the KFMF sign-on



SC President Joseph Cox celebrates the inauguration of KFMF



Listeners Guild President Bill Thorndike 1984-89) talks with Board Trustee Elizabeth Udall

The KSOR Listeners Guild had good news to report to program underwriters this year from a 1988 national survey which included Oregon's public radio listeners. It shows that public radio listeners are well educated as two-thirds have college degrees. Over half are employed in professional, technical, managerial, or administrative positions. Nearly two-thirds have household incomes averaging \$30,000 or more, and one in eight has a household income of \$75,000 or more. But the best news for underwriters is that 80% of listeners hold a more positive

KSOR entered a new era with the November 1987 sign-on of satellite station KSMF, serving the Ashland-Medford area. The KSBA, Coos Bay sign-on followed in October 1988. KSKF, Klamath Falls; KSRS, Roseburg; and KSSQ, Mt. Shasta, will complete the network system to provide coverage to nearly 600,000 people of the Southern Oregon-Northern California region.

Initially planned for a variety of reasons (to correct signal problems, to protect the public radio signal from displacement by other broadcast entities), the several satellite stations form a regional network. The network recently began identifying itself as Jefferson Public Radio to represent the sections of two states which form a unified region for commerce and cultural life. The network's satellite stations break away from KSOR simulcasting to broadcast different programming about 35% of the time. They also have the capability to break away for a short localized newscast within the regional news magazine. Or a talk show can be conducted in only one community to discuss an issue of local interest.

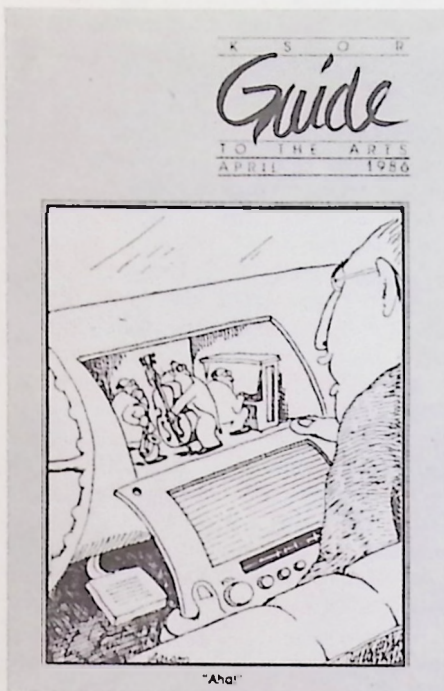
Once again, the communities rallied around the satellite station plans with, in fact, the greatest show of support ever shown for prospective construction.

Good News for Underwriters

image of companies that support public radio. And 70% say that a company's support of public radio has a positive influence on their decision to purchase the company's products or services!

KSOR's Development Director has also received calls from listeners asking for the names of underwriters because they needed such a service or product. Underwriters have also told the station that new clients have mentioned KSOR as the reason they chose them to do business with.

Guide Development



The KSOR *Guide to the Arts*, supported by the KSOR Listeners Guild and the Oregon Arts Commission, has grown over the past six years to a 48-page magazine under the art direction of Laurel Communications and editor Gina Ing. In addition to 16 pages of program listings, editorials by the director, and other station information, the Guide publishes articles about arts in the region, and includes several pages of arts events listings. Original poetry and prose, movie and book reviews, and commentary are also regular features. Reproductions of fine arts by regional artists are often used on the cover, and graphic artists enjoy an invitation to create a special cover. They are willing to contribute their work because, says one, "I have more freedom to be creative for the *Guide* than with most jobs."

Listeners Guild members receive the *Guide* each month during their membership, and according to surveys, they use the *Guide* frequently: 73% read the *Guide* 4 to 8 times a month; 23% use the *Guide* daily.

Many public radio stations have dropped their guides, or have reduced them to newsletters or program listings. KSOR continues its commitment to extend its broadcast fine arts service in print form, both as a more complete service to area arts and to station supporters.



KSOR and National Public Radio



Ron Kramer, Doug Bennet and Ted Lawson

As KSOR continues to break new ground within the public radio system, National Public Radio President Doug Bennet visited to talk about the future of public radio. During several meetings with KSOR listeners, program underwriters, and Listeners Guild Board members, Bennet talked about KSOR's unique accomplishments: its 32 translators, the satellite stations, and the high level of local support by individuals and businesses. He also expressed his regard for the special leading role that KSOR plays in public radio nationally.

NPR and KSOR, A Happy Partnership

When public radio station KSOR-FM in Ashland, Oregon, celebrates its 20th anniversary, the staff, members, and audience of National Public Radio stations will join the cheers congratulating the station for two decades of outstanding programming in the Ashland community.

Since KSOR joined NPR in 1979, the station has been a valued partner in a national interconnected system created nearly 20 years ago with the mission to serve the needs and interests of a new radio audience by presenting programming services to challenge, provoke, educate and entertain. NPR has worked because of the diversity, commitment, and support of member stations like KSOR and communities like Ashland.

In addition to its award-winning programs, NPR offers an extensive array of services to member stations: providing an innovative satellite distribution system, fostering policy favorable to public radio's development, and furnishing training and promotional assistance.

On KSOR and across the country, NPR's programs are heard by more than 10 million listeners weekly who tune to public radio for programming found nowhere else on the dial — *All Things Considered*, *Morning Edition*, and *Weekend Edition*, as well as arts and performance programs — for critically acclaimed, award-winning programs which explore the intricacies of national and international issues and celebrate richness of culture here and abroad.

NPR continues to acknowledge the diversity of American society by giving a voice to minorities, women, children, the elderly, and the physically challenged. *Horizons*, the 10-year-old weekly documentary series, explores American culture around the world; and this year NPR's *Latin File* was introduced, a 14-minute news service covering news and events from an Hispanic-American perspective.

After 16 years of direct support from the Corporation for Public Broadcasting, NPR programs and services are now funded primarily by member stations and corporate and philanthropic support from a diversified field of contributors, including 48 foundations, 31 corporations, 18 corporate foundations, and a large number of individual donors. And through NPR member stations the public is able to participate directly with NPR, as volunteers, contributors, and listeners, all who have made a commitment to public radio.

Now, as National Public Radio prepares to enter its third decade of service, we look forward to facing new challenges together with KSOR and the other NPR member stations.

Again, congratulations KSOR. We're proud of our association with you.

— Douglas Bennet, President, National Public Radio

Dear Friends of KSOR:

It does not seem possible that what began from such humble beginnings could have become in twenty years the stellar contributor to the cultural life of the region that KSOR is.

It has been my distinct pleasure over the length of time that KSOR has existed to be involved with three NPR stations, two of which I can probably say I was instrumental in bringing on the air, one in Baltimore and one in Arizona.

As I told Doug Bennet, President of NPR when he and Midge Ramsey were here last month, one of the great joys in coming to Ashland and to Southern Oregon State was to discover the superlative quality of our NPR station. It did not surprise me, then, to learn that we ranked in the top ten as NPR measures success in public radio in the country. But more important that those numerical sorts of assessments, we qualitatively rank in the top ten in my view, and I say this as someone who grew up with NPR in the Washington-Baltimore-Philadelphia area and so I know whereof I speak.

All this is by way of wishing KSOR an absolutely wonderful, happy 20th birthday, and I cannot help but be encouraged by speculating as to what the next twenty years might hold.

With all best wishes.

Sincerely,
Joseph W. Cox, President
Southern Oregon State College, 1989



KSOR
20th
ANNIVERSARY

Much of the station's equipment has to survive the snows of winter, but the station's listeners and supporters continue to help KSOR form a pathway toward a bright future.

Southern Oregon State College's **JEFFERSON PUBLIC RADIO**

KSOR and its 32 Translators

with satellite stations

KSBA, KSMF, KSKF and KSRS



*Serving Southern Oregon and
Northern California*



SOUTHERN OREGON STATE COLLEGE, ASHLAND, OREGON 97520

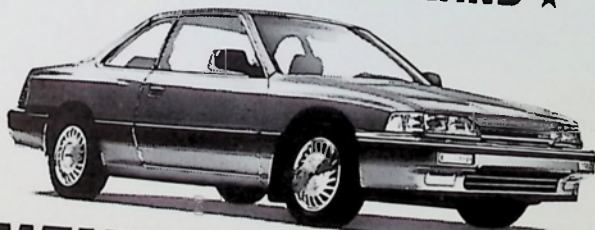
Bulk Rate
Non-Profit Organization
U.S. Postage
PAID
Permit No. 78
Ashland, Oregon 97520



Labeled by the Crew at Passages

Butler

★ SAVE IN ASHLAND ★



WHAT GOOD IS A CAR THAT HUGS THE ROAD IF IT DOESN'T EMBRACE THE DRIVER?

Few and far between are the performance cars that handle the driver as well as they handle the road. Or so it seems.

The Acura Legend Coupe, on the other hand, was designed for both performance and comfort. Its independent double wishbone suspension and speed-sensitive power-assisted steering make for easy handling, yet retain full road feel.

Meanwhile, the interior was designed to minimize driver fatigue. Everything in it, from the full lumbar and thigh support of the seat to the black-on-white analog gauges, was planned with functional ergonomics in mind.

Test-drive the Legend Coupe today. Sample a car that's as considerate to the driver as it is firm with the road.

ACURA
Precision crafted performance.

The
Butler
man
can!



BUTLER ACURA

1899 HWY. 99 N. • ASHLAND • 482-1489

OPEN
WEEKDAYS 8-7 P.M.
SUNDAY 11-4 P.M.